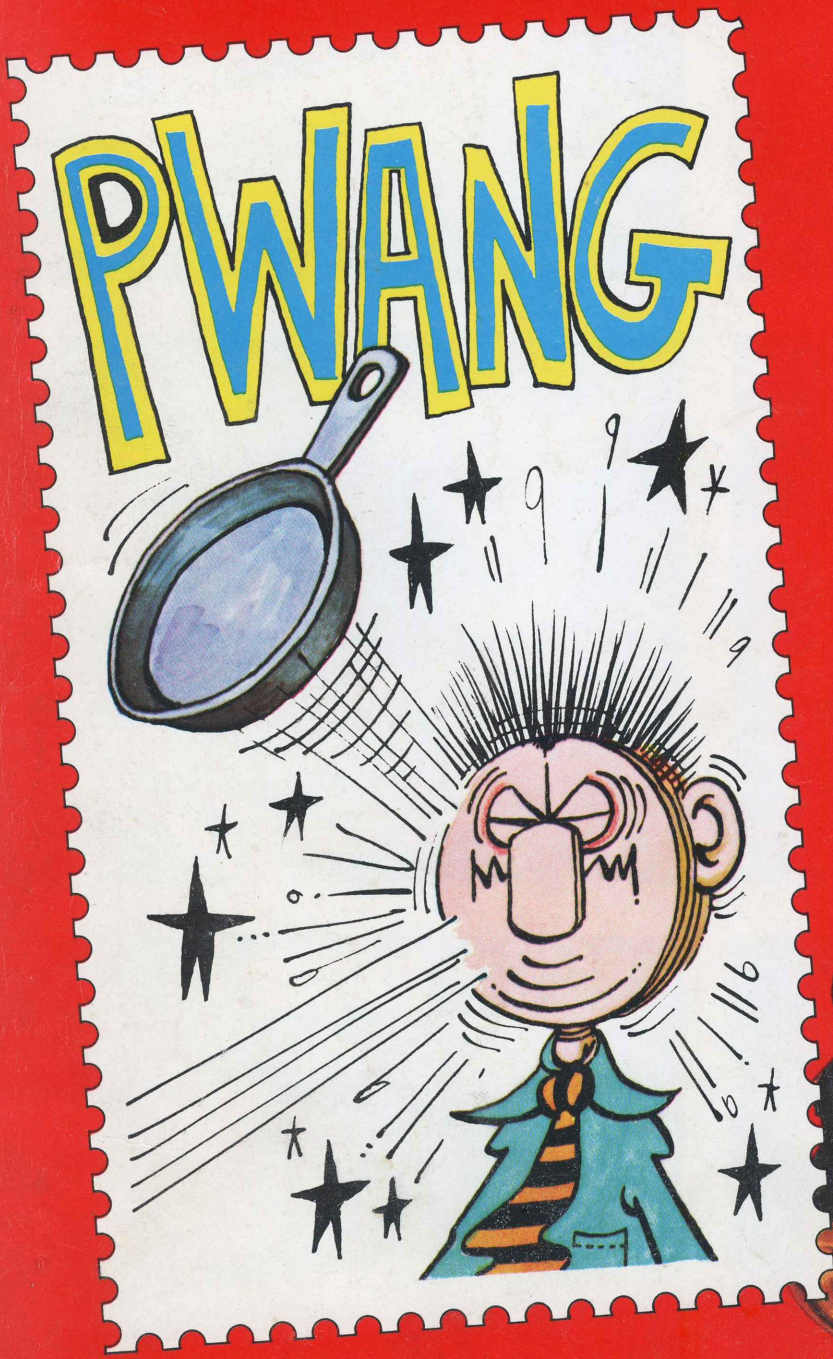
MAD® SPECIAL

NUMBER TWENTY-THREE

OUR PRICE $1.00 CHEAP 34080

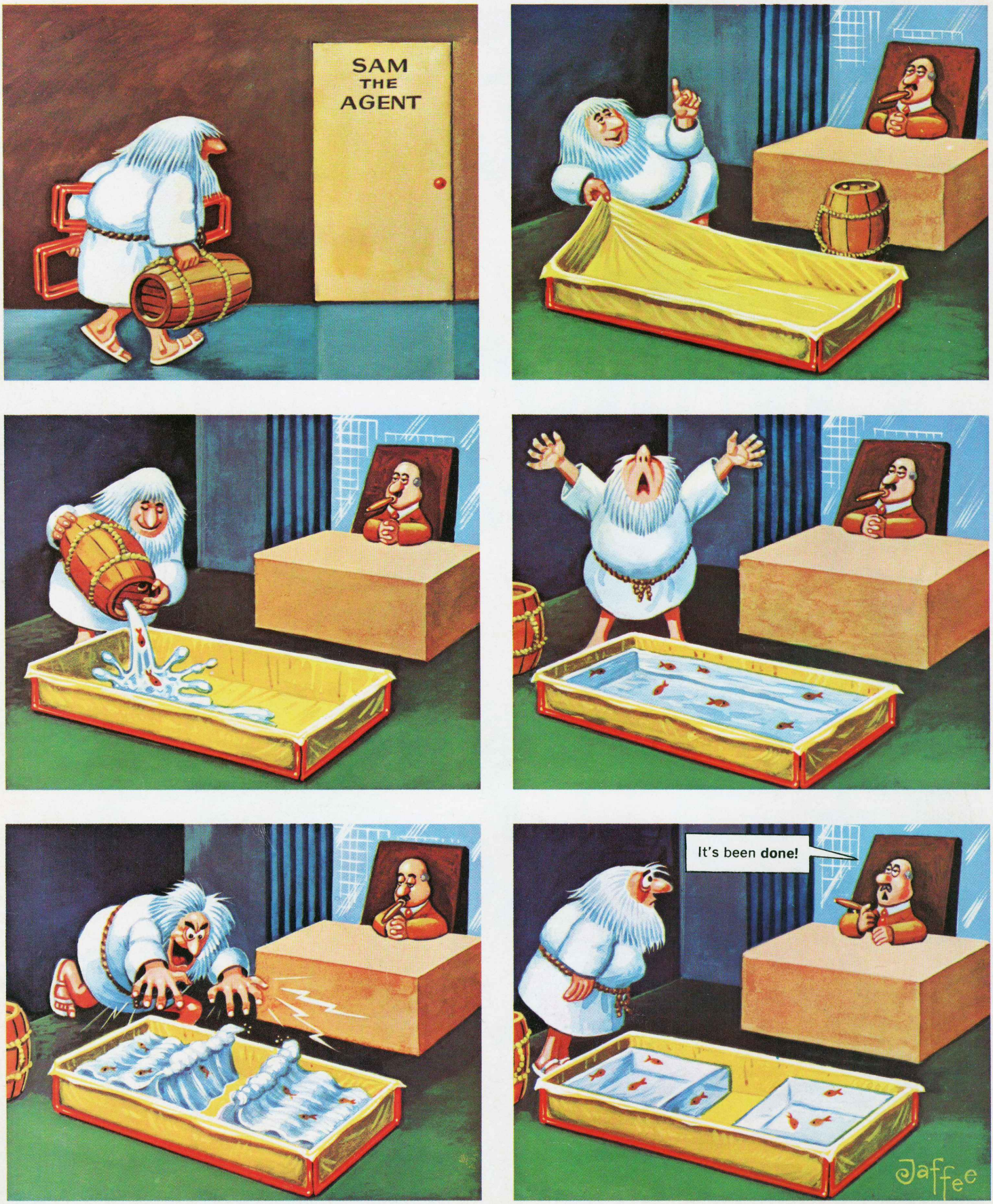


STARRING OUR FULL-COLOR FOLD OUT BONUS DON MARTIN SOUND EFFECT STICKERS

PRE-GLUED AND PERFORATED FOR IMMEDIATE MISUSE AND ABUSE!!!

PLUS THE USUAL ASSORTMENT OF ARTICLES, SATIRES AND GARBAGE FROM PAST ISSUES

IN AN AGENT'S OFFICE



ARTIST & WRITER: AL JAFFEE

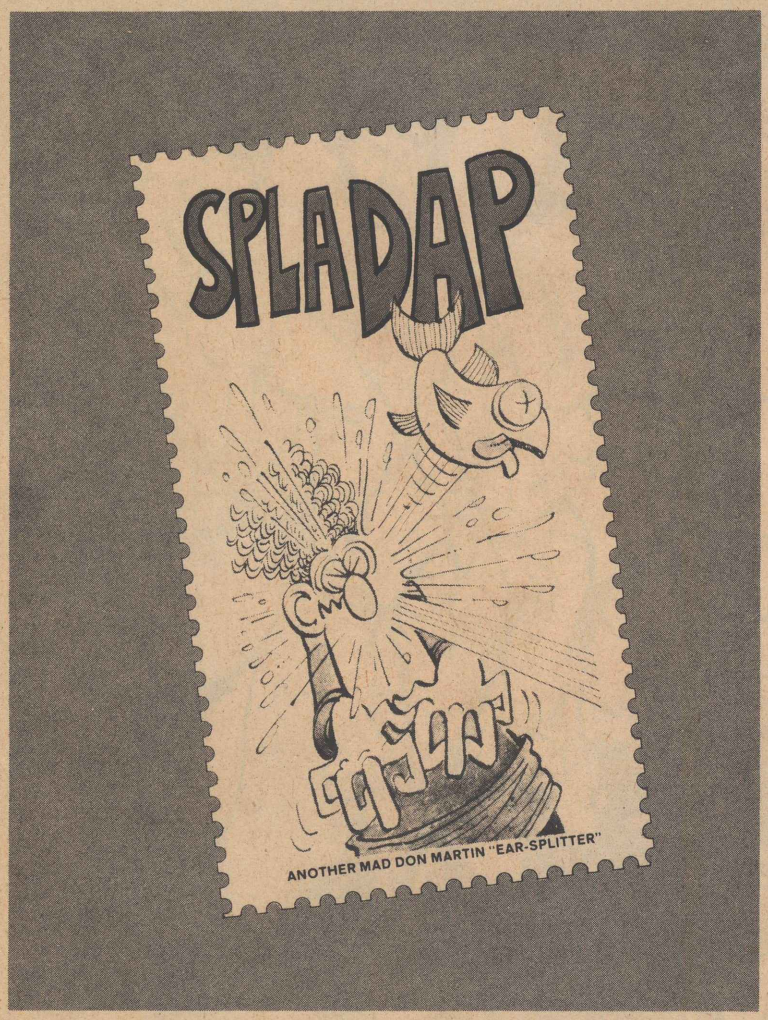
MAD SPECIAL NUMBER TWENTY-THREE

"Before arguing with your Boss, it may be well to look at both sides: His side... and the Outside!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots



MAD SPECIAL NUMBER 23—Published by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Entire Contents Copyright © 1973, 1974 and 1977 by E. C. Publications, Inc. The names and characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

DEPARTMENTS
(In Order Of Their Appearance)

DE SADEST STORY EVER TOLD DEPARTMENT
"A Crockwork Lemon" (Movie Satire) 2

SCREEN PLAGUES DEPARTMENT
The MAD TV Viewers Hate Book 10

YOU'RE IN THE ARMY—WOW! DEPARTMENT
Future Enlistment Posters 14

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Fun In The Sun 16
The Lighter Side Of Leisure Time 68

DON MARTIN DEPARTMENT
One Night In A Living Room 21
Late One Night On A Dark And Scary Street 29
One Fine Day In The Life of Leonardo Da Vinci 39
One Evening In Spain 67
One Day With A Wishbone 73

TIGHTENING THE MONEY BELT DEPARTMENT
Middle Class Poverty Is 22

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 25, 54

HOT SHOTS DEPARTMENT
You Know It's Really Summer When 26

TRUE-TO-FORM DEPARTMENT
Relevant Job Applications 30

STICK 'EM UP DEPARTMENT
Don Martin "Sound Effect" Stickers ..... Insert

BUNK DEALERS DEPARTMENT
MAD's Summer Camp Owner Of The Year 33

MISFORTUNE KOOKIE DEPARTMENT
Don't You Feel Like A Schmuck?! 40

WISE GUIDE DEPARTMENT
MAD Rattlers 44

TO TELLY TRUTH DEPARTMENT
How Come On TV . . . ? 46

THERE'S BULL IN THEM BULLETINS DEPARTMENT
Interpreting The News 49

LORD OF THE BUNGLE DEPARTMENT
A MAD Look At Tarzan 50

FREAK ENTERPRISE DEPARTMENT
A "Head Shop Supplies" Catalogue 55

TRUE-TO-FORM DEPARTMENT
Tell-Tale Comic Strip Balloons 60

HOUSE DRESSING DEPARTMENT
A Modern Fairy Tale 63

LIBERAL IN THE FAMILY DEPARTMENT
Old Standards Rewritten For The Lib Woman 64

IN THE IRE OF THE BEHOLDER DEPARTMENT
You Never Can Win With a Bigot! 74

THE OTHER SIDE OF THE CORN DEPARTMENT
When All Of TV Must Grant Equal Time 76

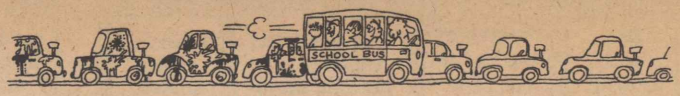
MARGINAL THINKING DEPARTMENT
"Draw-Out Dramas" By Aragones ..... **

**Various Places Around The Magazine

DE SADEST STORY EVER TOLD DEPT.

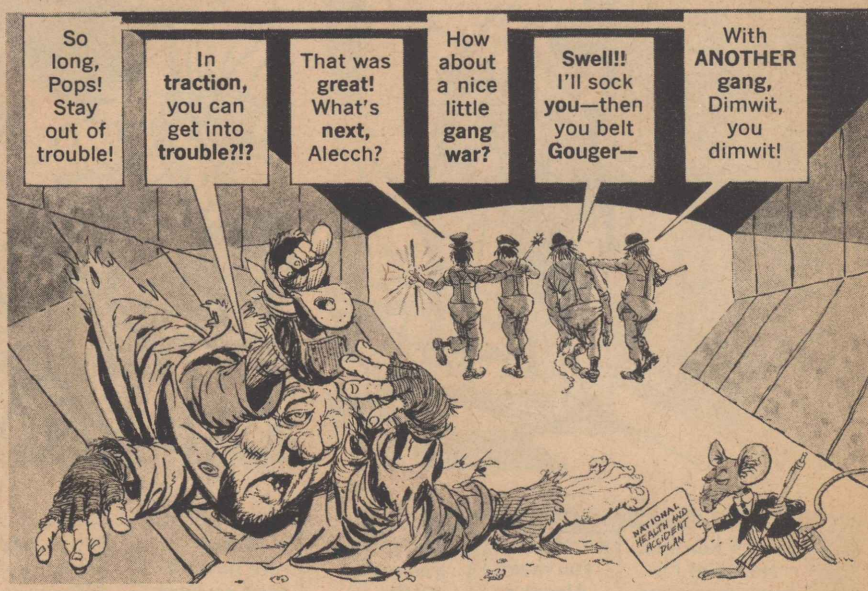
Us moral people all hate violence, right? Let's hear it for "Anti-Violence"! *Yayyy!* Stanley Kubrick also hates violence, right? Let's hear it for Stanley Kubrick! *Yayyy!* And let's hear it for his new movie, which shows how horrible violence is! *Yay*— Uh— Hey, wait a minute! If Mr. Kubrick's new movie is so "Anti-Violence," how come it's jam-packed with the worst, sickening, most disgusting violence imaginable? Let's face it, Stanley, baby! Your movie is really . . .

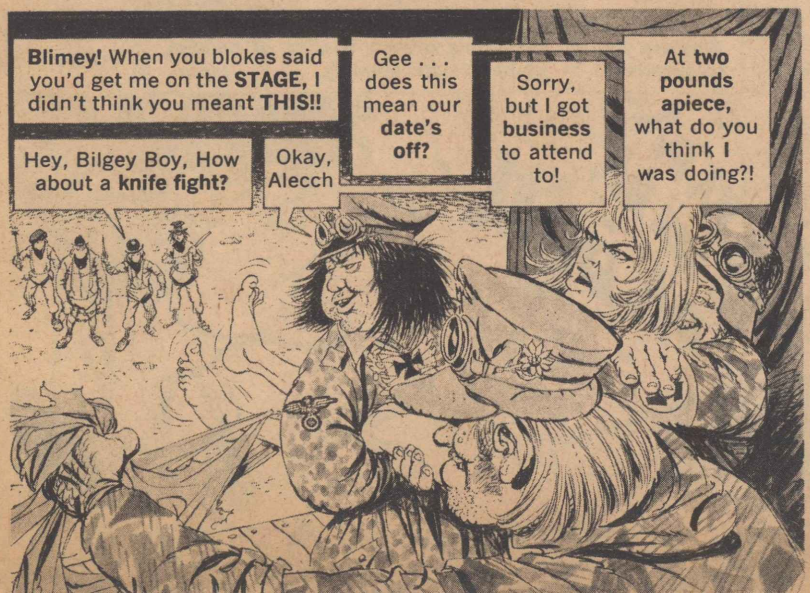
ACR

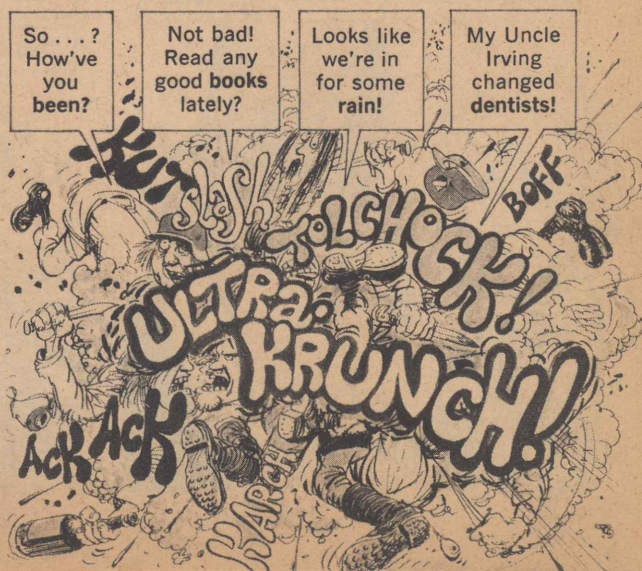


OCKWORK LEMON

ARTIST: GEORGE WOODBRIDGE WRITER: STAN HART







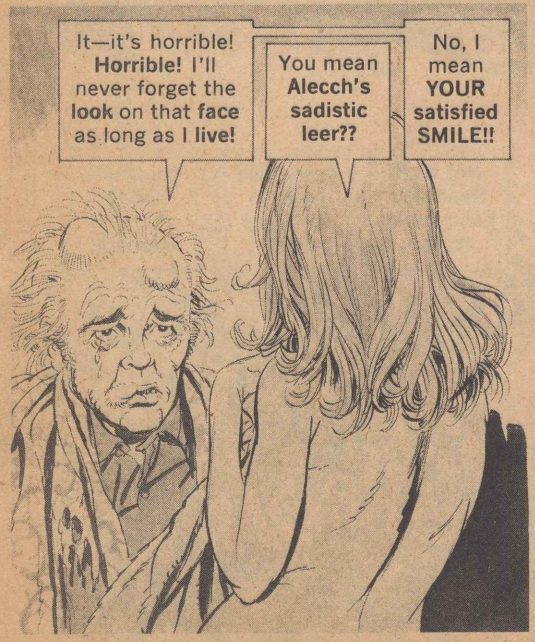
See you around!
Don't be a stranger!
Alecch, I'm not sure I understood that fight! Could you explain it?
It showed that violence is a normal, every-day occurrence in our world!
Anything else?
Yeah . . . it also showed how BORING we all are!

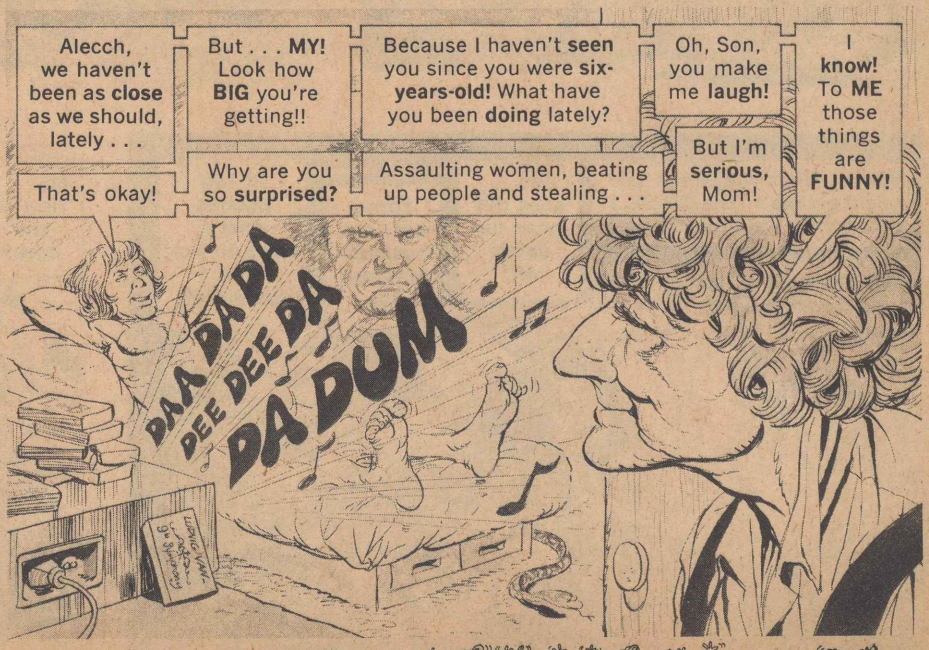
Let's see—we've shown violence and sadism! What's left?
Hey, how about sexual assault?
Great!!
HOMEY

Not ME, you moron!!
Oh . . .

Excuse me, missus, but may I use your phone? I want to report a serious injury . . .
Oh, dear! Who is the poor victim?
You, lady!!

If—if you hit me just once more, you can't use my phone!!
We don't want to use your phone! We're going to violate your wife!
You can't DO that!!
Please . . . not tonight! I have a headache!!
What did I tell you?!?


It—it's horrible! Horrible! I'll never forget the look on that face as long as I live!
You mean Alecch's sadistic leer??
No, I mean YOUR satisfied SMILE!!


Alecch, we haven't been as close as we should, lately . . .
That's okay!
But . . . MY! Look how BIG you're getting!!
Why are you so surprised?
Because I haven't seen you since you were six-years-old! What have you been doing lately?
Assaulting women, beating up people and stealing . . .
Oh, Son, you make me laugh!
But I'm serious, Mom!
I know! To ME those things are FUNNY!
DAA DA DA
DEE DEE DA
DA DUM

We been thinkin', Alecch! Why should **YOU** be the Boss? You ain't **meaner** than us . . .

. . . or **stronger** than us?

Yeah, what do **you** have that **we** don't?

Well, for **one** thing . . .

YIPE!!!

OWWWW!!

. . . I've got a **lower voice!** So I'm **still** the Boss! When I say, **"Beat up people!"** we will **beat up people!** And when I say **"Kill!"** we will **kill!** And when I say **"Rape!"**. . .

We will say— *gasp*— **"Forget it!"**

Can I use your **phone?** I want to report a **violent assault!**

On **ME . . . right?** I'm **too smart** for that! I'm **wise** to your tricks!

First you'll get me to **let you in** like **this—**

Trust me! I'm **very bright!**

You **think** so!

Then you'll force me to open this **wall safe** and give you all my **money!**

Do **I** look like I'd do a thing like that?

Believe me, I **know** people!

Then you'll take this **statue** and hit me over the **head** with it . . .

Aw, **not me!**

Look, kid, I'm **never wrong!** Why, being **right** is more **important** to me than **life itself!**

In **that** case . . .

BANG

Happy, now . . . ?

Who **wouldn't** be?! Oh, by the way— I didn't tell you the **best part!**

What was that . . . ?

I called the **Police** when I saw you outside! They're on their way **over!**

I don't **believe** you!

You think I'd **lie** to a **HOUSE GUEST?!?**

Let's go! The Police are coming!

We're goin', Al! But you're not!! Take that!!

You shouldn't have done that, Gouger! Where's your sense of values??

You mean because we betrayed a buddy??

No . . . because you broke a deposit bottle!

She's dead! You killed that woman in there!

I didn't mean to kill her! I never murdered anyone before!

You'll hang for this, Buster!

Hey, that ain't fair!

Why not?

It's my first offense!

POLICE

M2GW

I want no trouble from you! I'm keeping you here for the rest of your life!

If you do, you'll be sorry!

Why??

Cause this will be the first multi-million dollar movie that only runs 35 minutes!

Alecch, how'd you like to be rehabilitated?

You think I'm worth saving?

No . . . it's just that I hate 35-minute movies!

The treatment is simple! We will scientifically condition you to hate anti-social behavior and unwholesome sex! Now, first, we will force you to watch six hours of horrible violence!

That's revolting! Where did you get such a terrible, disgusting movie?

What movie?!? That's a live TV pick-up from a typical New York City High School!

And now, we will force you to watch two hours of leering, sneering, dirty-minded sex . . .

POP CORN

EYE DROPS

Want a drinkee, Dino . . . ?

Yeah—an' y'better make it a DOUBLE . . . yuk, yuk, yuk!

I'm getting SICK!!

We will even make you **hate** the music of **Beethoven . . .**

Impossible! I LOVE Ludwig Von!!

You **won't** after you see what it's **background music FOR!!**

DR. BRAINEM

It's not right! It's inhuman!! You can't treat me this way!!! After all, I'm only a **murderer!!**

DADADA DAAA

Well, Alecch! You're **cured!** Now, any time you **see** or **hear anti-social behavior . . .**

I'll get **sick** to my **stomach!**

Right! Even the **mention** of the **words "Violence" . . .**

Please . . . !!

. . . or **"Murder"**

Have a HEART, Guv'nor!

. . . or **"Sex"** or **"Sadism"** or . . .

ULLP!!

DR. BROADSKI

So long, Doc! I hope you won't **forget** me!

I won't—*choke!* You gave me so **much** to **remember** you by!

Hi, folks! I'm **all cured!**

Well, that isn't nice!

I'll never act bad again!

Well, that's just fine!

I'm a sweet person, now!

Glad to hear it! Can we ask you just **one question?**

Sure!

Who **are** you??

?

So you've **taken my place!** Well, I'm gonna **punch** you in the **nose,** and—

Don't get violent!

. . . **smash** you in the **gut——**

Don't get cruel!

. . . and then **stomp, stomp** on your **face——**

Oh, that would be horrible!

. . . and **ULLP!**

Yecch! I think stomping on my face would have been much better!

Get out, Alecch!

Can't I ever come back, even for a visit?

Not on a full stomach, you can't!

It's YOU!!

Oh, no!

I'm going to give you the beating you once gave me!

Stop! You don't know what you're doing!!

I'm going to ram this fist right up your——

ULLP!!

YECCH! AAGGGHH!

Gee! This is better than karate!

Hi! Remember us? We're those brutal, amoral, wild, sadistic toughs you used to hang around with!

Remember how we used to beat up people and ruin their lives?

The authorities tried to rehabilitate us, but they couldn't . . .

So they made us Policemen instead!

Interesting bit of symbolism there . . . don'tcha think?

Not really!

BURGESS MEWS SW-1

Whatchya gonna do . . . beat me up?!?

And get that foul YECCH all over us? No, sir!!

First we're gonna pump your stomach! THEN we're gonna beat you up!!

Can you help me? I'm hurt and I'm starving!

Of course!

It's HIM!! Now I can have my revenge! First I'll give him something to eat. . . and then I'll make his life miserable!

It's HIM!! First, I'll get something to eat . . . and then I'll make HIS life miserable! One threatening move and he gets his dinner back . . . all over him!!

. . . and after those thugs attacked and raped my wife, she lost her mind! I'll never forget the last thing she said before she died . . .

What did she say?

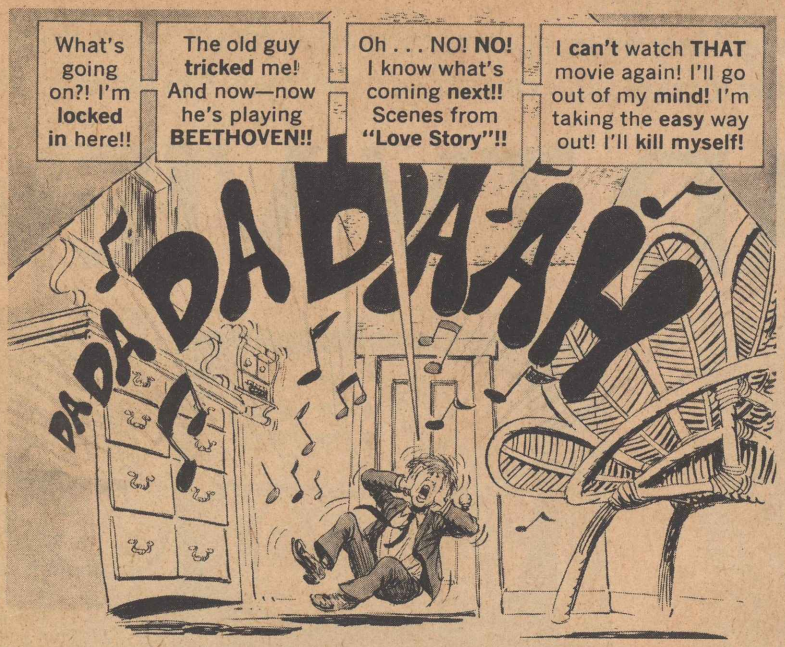
"WHOOOOPIE!!!" After that, I was stricken with an acute case of sexual inadequacy!

Please don't mention "Sex"! It makes me feel uncomfortable!

Oh, yeah?! How you think it makes ME feel?!

JULIENNE

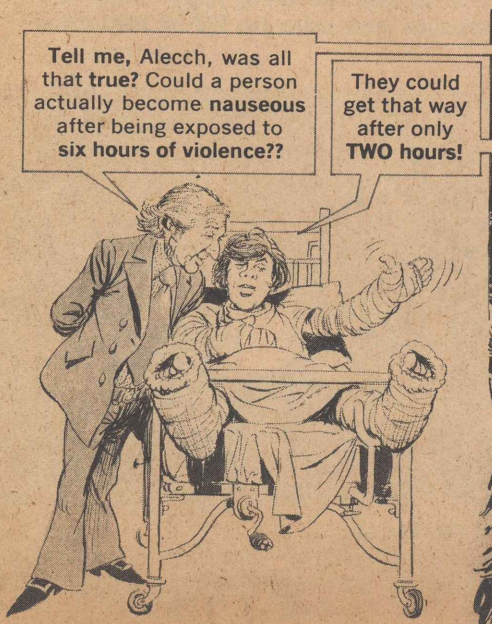
HER CHAIR


What's going on?! I'm **locked** in here!!
The old guy **tricked** me! And now—now he's playing **BEETHOVEN!!**
Oh . . . NO! **NO!** I know what's coming **next!!** Scenes from **"Love Story"!!**
I **can't** watch **THAT** movie again! I'll go out of my **mind!** I'm taking the **easy** way out! I'll **kill myself!**
PA DA DA DA AA

You! You've **driven** me to this!!
Yes, and I'm **glad! GLAD,** do you hear!?! I'm ridding the world of a **brutal, sadistic, violent person!!**
You shouldn't **say** things like that . . .
ULLP!!

YECCH! YECCH!
I think he was **right!**
I **shouldn't** have **said** what I **said!**
PLOCK

You're quite an **embarrassment** to the **Government,** Alecch! The **people** hold **US responsible!** This thing could **bankrupt** us!
How's **that,** Guv'?
We've got **DRY CLEANING BILLS** from half the people in **London!** Not to mention the **SMELL . . .**

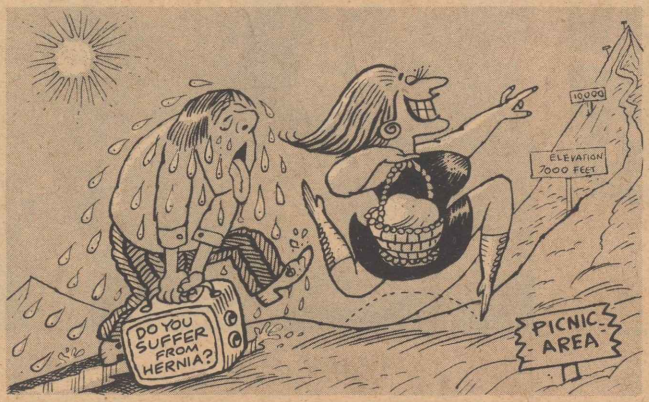

Tell me, Alecch, was all that **true?** Could a person actually become **nauseous** after being exposed to **six hours of violence??**
They could get that way after only **TWO hours!**

I—I don't believe it!
See for **yourself . . .**
BLACCHH!
Choke!
GACCK!
Gagghh!
YECCH!
ULLP!
BARF BAGS $1

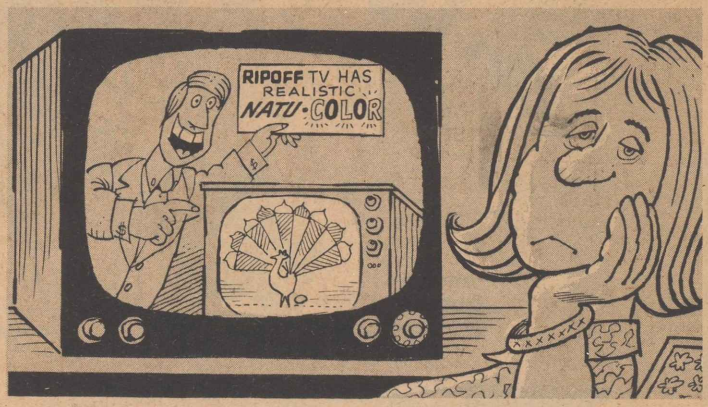
SCREEN PLAGUES DEPT.

Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

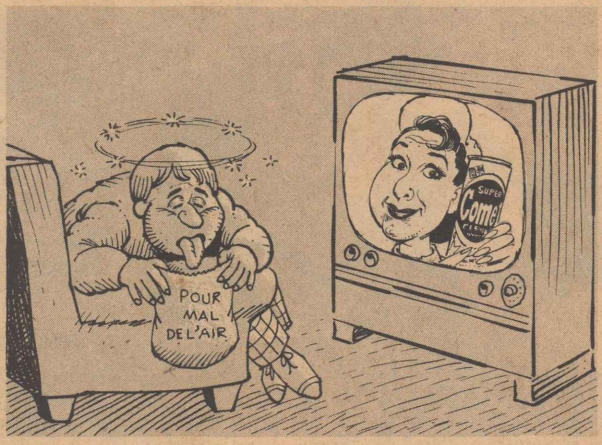
THE MAD TV VIEW



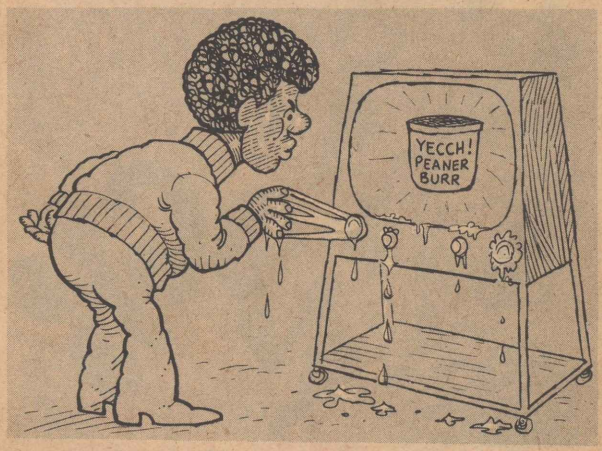
DON'T YOU HATE . . .
. . . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



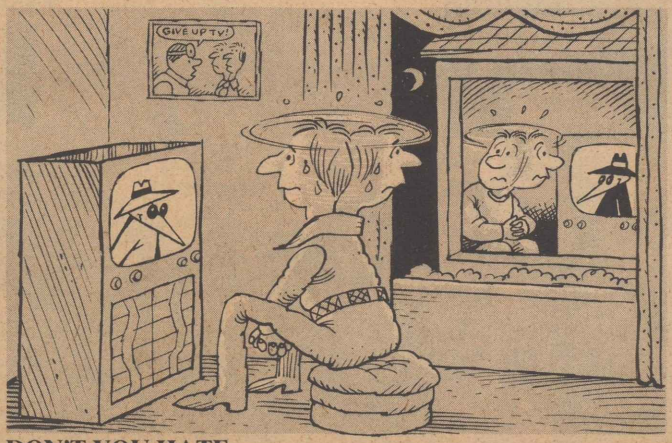
DON'T YOU HATE . . .
. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.



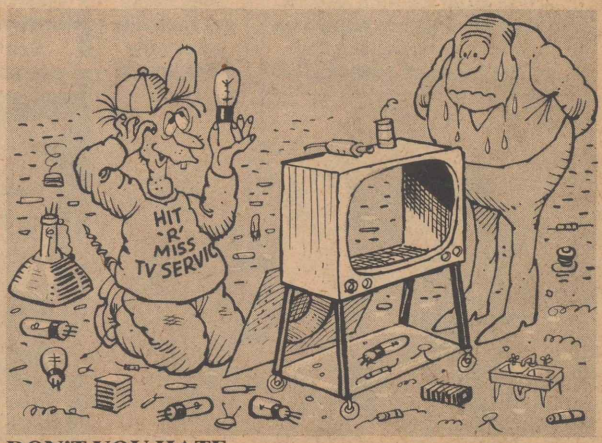
DON'T YOU HATE . . .
. . . commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



DON'T YOU HATE . . .
. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE . . .
. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.

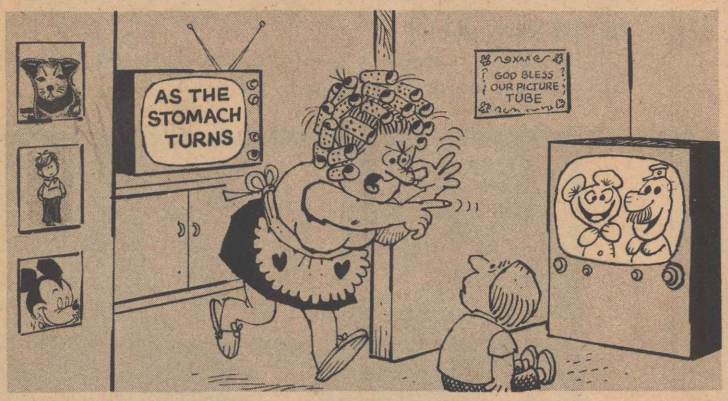


DON'T YOU HATE . . .
. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.

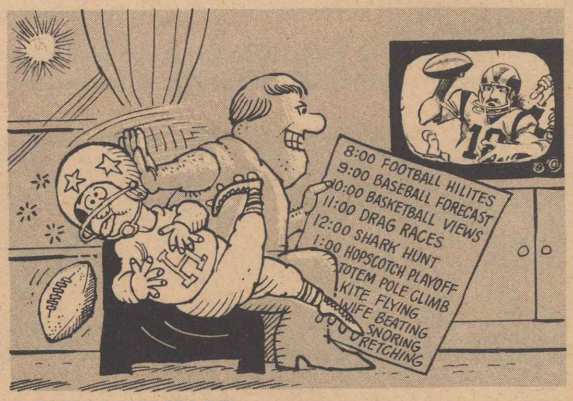
you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE

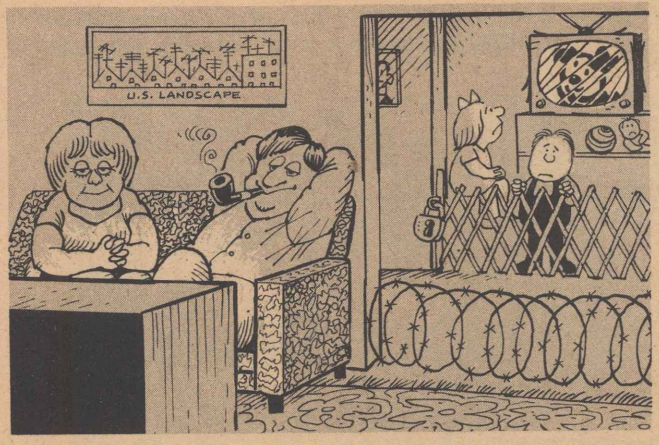


DON'T YOU HATE . . .
. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.

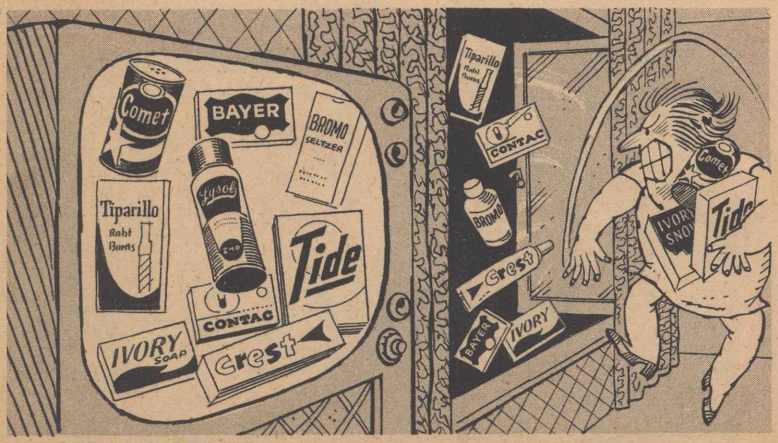


DON'T YOU HATE . . .
. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.

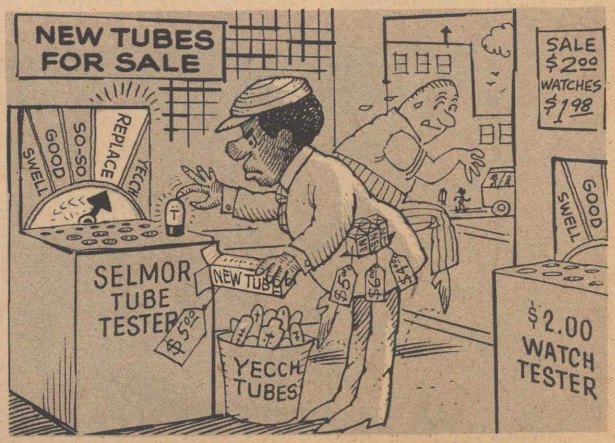
DON'T YOU HATE . . .
. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.



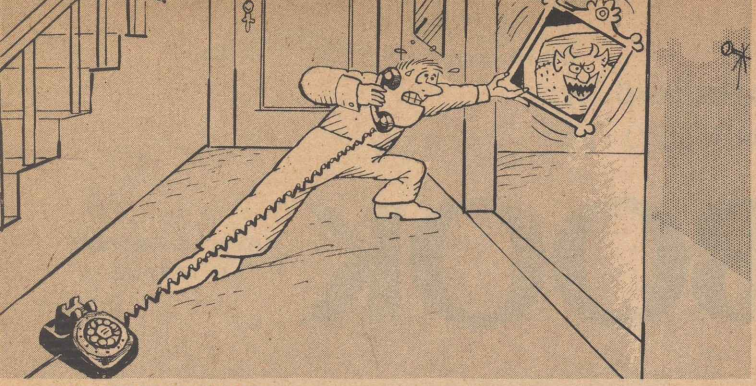
DON'T YOU HATE . . .
. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.



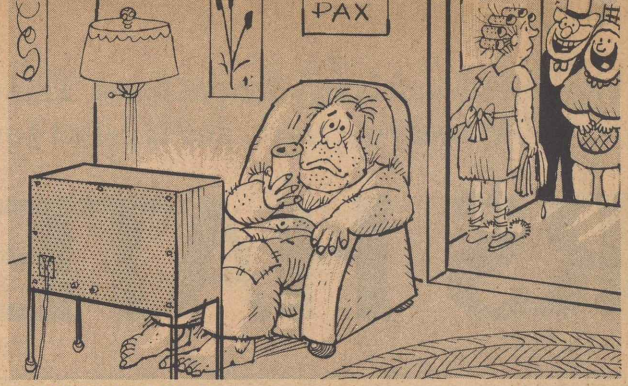
DON'T YOU HATE . . .
. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



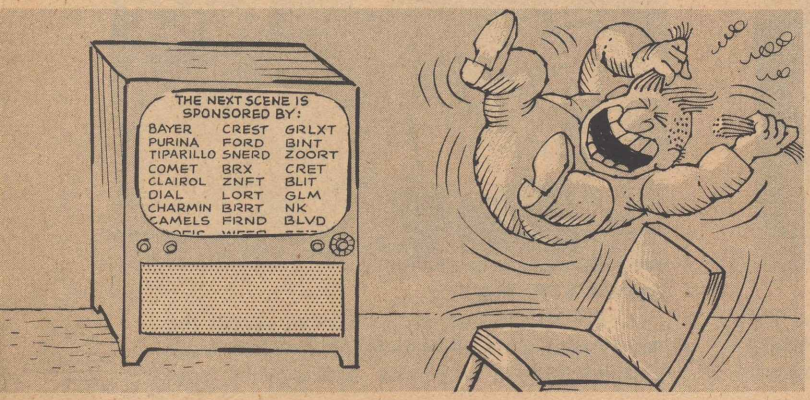
DON'T YOU HATE . . .
. . . self-service tube-testing machines that are about as accurate as a $2.00 watch.



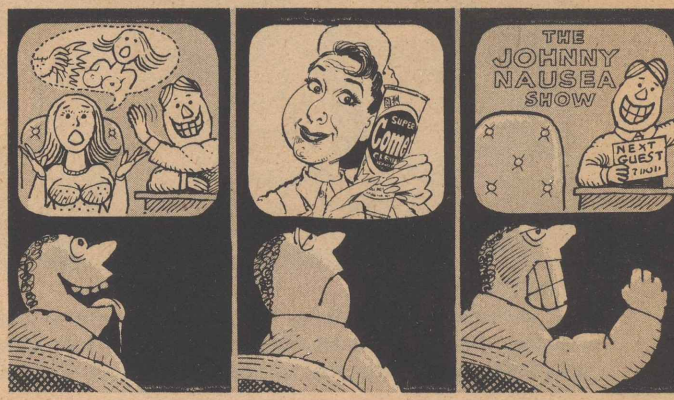
DON'T YOU HATE . . .
. . . getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



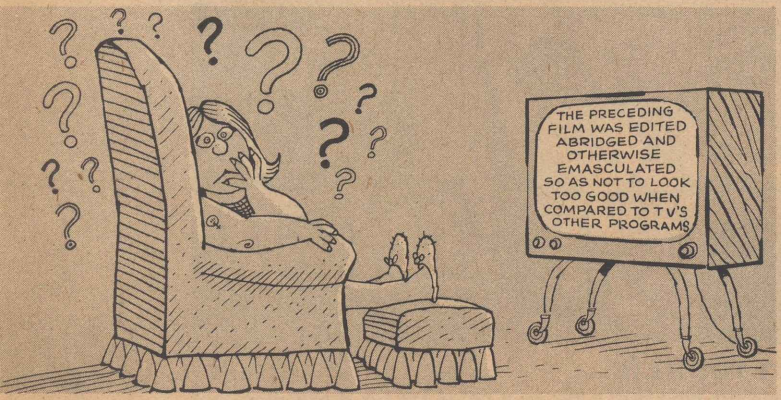
DON'T YOU HATE . . .
. . . unexpected company just as you're settling down to watch a program you've waited three weeks to see.



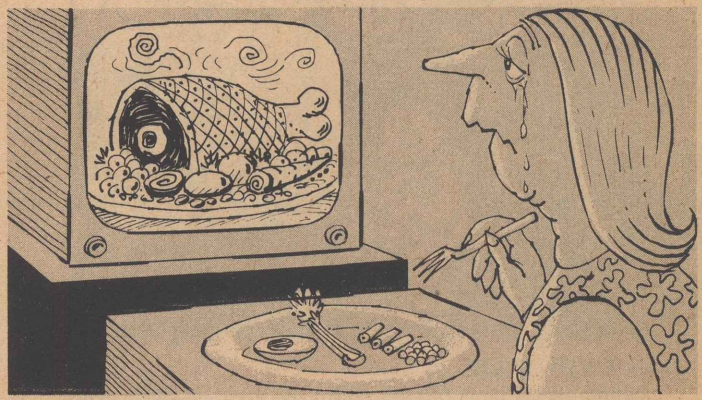
DON'T YOU HATE . . .
. . . how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



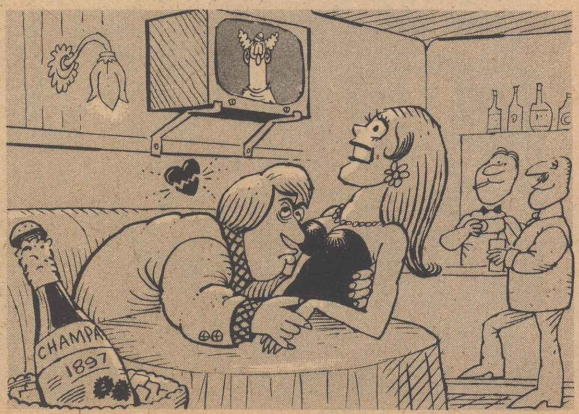
DON'T YOU HATE . . .
. . . talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



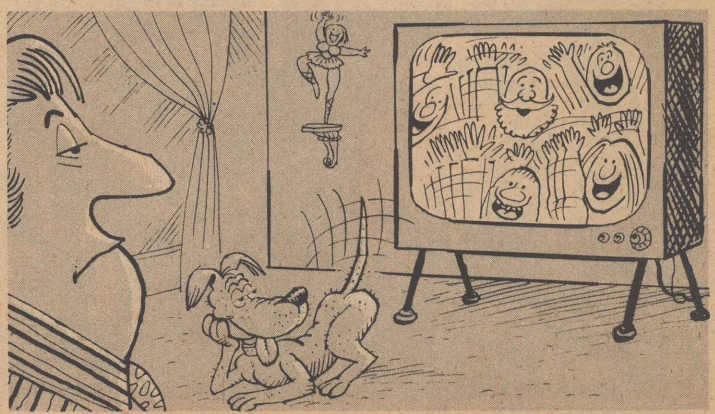
DON'T YOU HATE . .
. . . discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



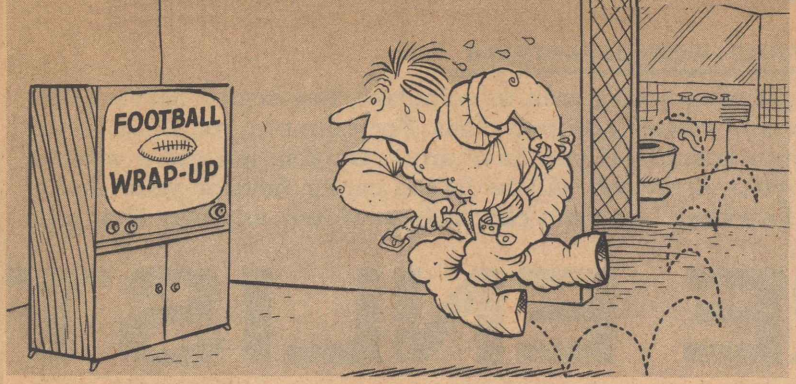
DON'T YOU HATE . . .
. . . when they show one commercial after another of luscious, delicious-looking foods . . . and you're on a starvation diet.



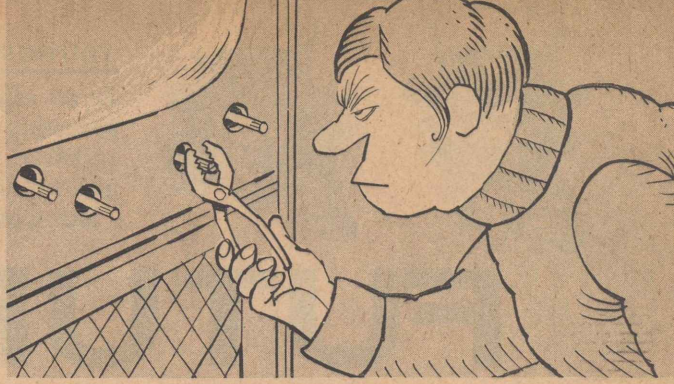
DON'T YOU HATE . . .
. . . the distracting nuisance of TV in public places.



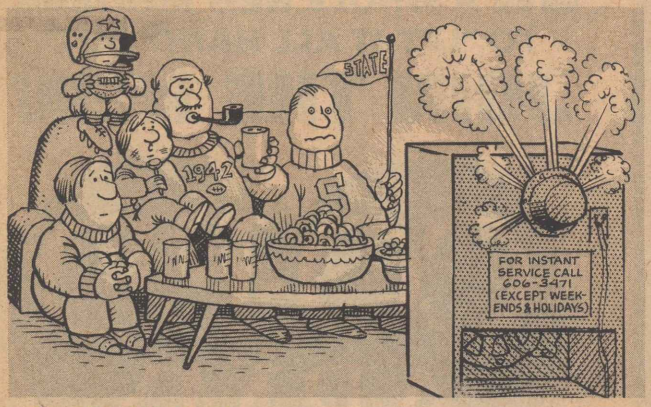
DON'T YOU HATE . . .
. . . people who wave like idiots when they see a TV camera.



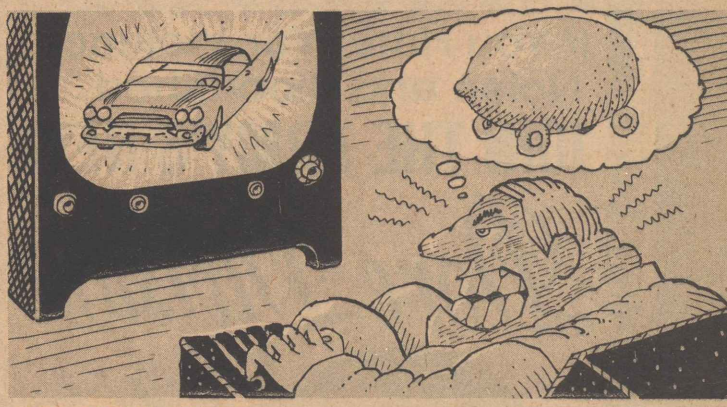
DON'T YOU HATE . . .
. . . holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



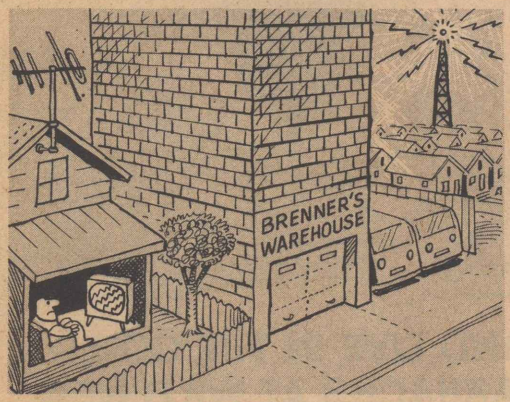
DON'T YOU HATE . . .
. . . having younger children in the family who somehow manage to remove and misplace every knob on the set.



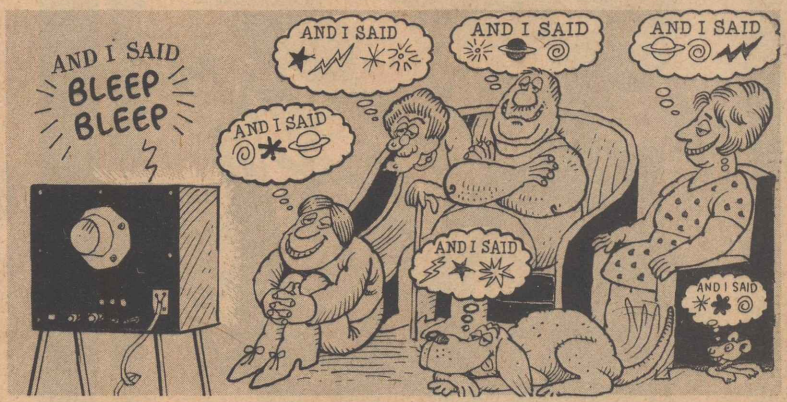
DON'T YOU HATE . . .
. . . settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



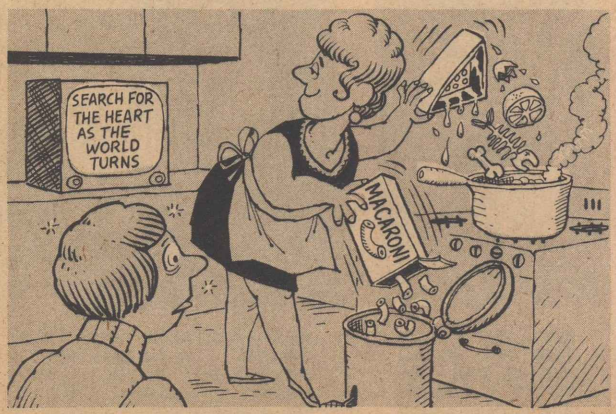
DON'T YOU HATE . . .
. . . watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



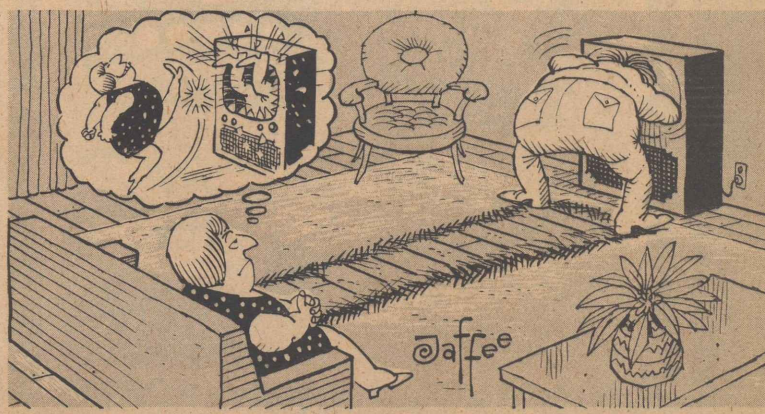
DON'T YOU HATE . . .
. . . that huge bulding that's suddenly erected right between you and all the TV transmitters.



DON'T YOU HATE . . .
. . . finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



DON'T YOU HATE . . .
. . . meals prepared by Mothers addicted to Daytime TV.



DON'T YOU HATE . . .
. . . people who are never satisfied with the way a set is tuned.

YOU'RE IN THE ARMY—WOW! DEPARTMENT

In an effort to get more young men to volunteer, the Armed Services are resorting to new and varied incentive plans. For example, you can sign up to serve with your friends (if you have any). Or you can get a written guarantee that your Army job will be in the career field of your choice (like Cleaning Latrines). And you can wear your hair any way that you

FUTURE ENLIST

If You Hate War, Violence, Noise and Bloodshed...

JOIN THE ARMY'S NEW

Dove Division

MAKE PAPER FLOWER CENTERPIECE FOR MESS HALL TABLES

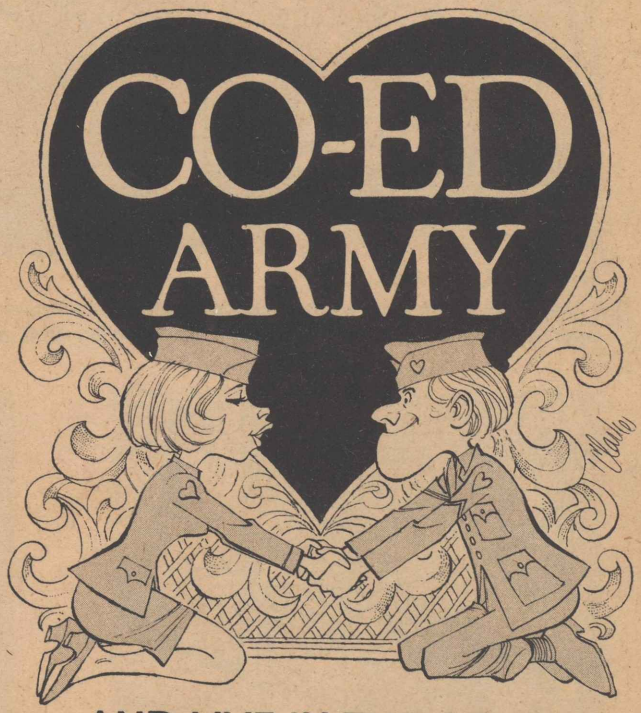
PAINT PEACE SIGNS ON ARMY EQUIPMENT

SEND LOVE BEADS TO THE ENEMY

WRITE LETTERS TO YOUR BATTLE-WEARY FELLOW G.I.'S IN THE BATTLE ZONES ON COLLEGE CAMPUSES

GIVE A WHOLE NEW MEANING TO "LET IT ALL HANG OUT"

JOIN THE NEW

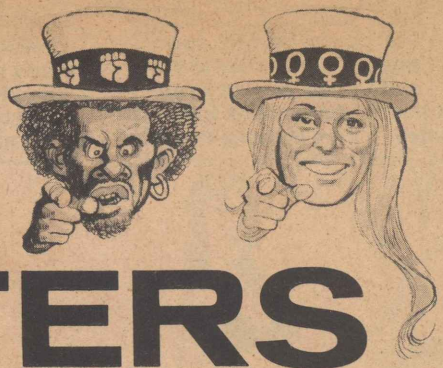


AND LIVE IN THE CO-ED BARRACKS AT WILD NEW CAMP HANKY-PANKY!

YOU'LL FEEL CLEANER THAN EVER BEFORE! (OUR ENLISTEES USE THE CO-ED SHOWERS 5 TO 10 TIMES A DAY!)

WE DON'T SEPARATE THE MEN FROM THE BOYS . . . OR THE BOYS FROM THE GIRLS! IN FACT, WE HELP PROMOTE ROMANCE WITH CANDLE-LIT FOXHOLES AND AIRPLANE COCKPITS FOR TWO!

want (although spit-curls are still frowned upon). The Navy recently announced that from now on, all their ships are going to be made "homier." They're even talking about assigning female personnel to sea duty... which should make them ships about as "homey" as they can get! Anyway, since this "come-on trend" seems to work, we may soon be seeing these



MENT POSTERS

ARTIST: BOB CLARKE WRITERS: DICK De BARTOLO & DONALD K. EPSTEIN

EUROPE ON $10 A DAY*

AND YOU DON'T PAY US...WE PAY YOU!

JOIN THE U.S. ARMY TRAVEL CLUB

★ WE PAY ALL TRANSPORTATION COSTS
★ WE SUPPLY A NEW TRAVEL WARDROBE
★ NO TIPPING OR GRATUITIES—EVER

*Based on multiple occupancy, 40 in a barracks, with 3 mess hall meals a day.

NOTE: WE RESERVE THE RIGHT TO SUBSTITUTE SOME EXOTIC ASIAN COUNTRY LIKE VIETNAM IF ACCOMMODATIONS IN EUROPEAN COUNTRIES ARE FILLED UP.

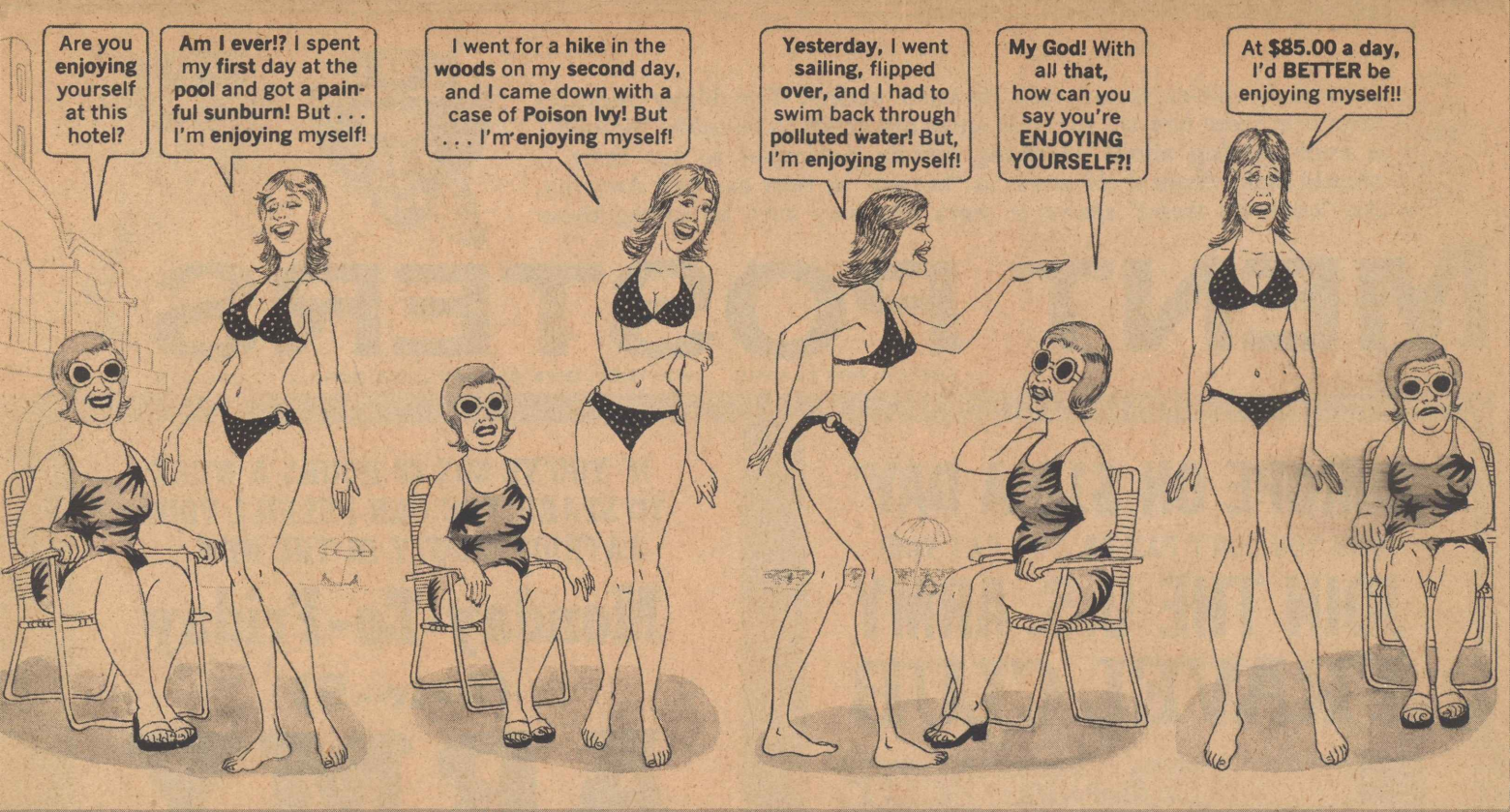
IF YOU'VE GOT 40 HOURS A WEEK TO SPARE, YOU CAN FULFILL YOUR PATRIOTIC DUTY IN THE NEW...

Monday-To-Friday (9-to-5) ARMY

ALL UNION HOLIDAYS	FREE ATTACHE CASE	KEY TO THE EXECUTIVE LATRINE	USE OF YOUR OWN 9-TON* BUSINESS CAR

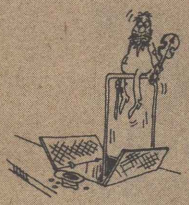
Yes, in Uncle Sam's new "Monday-to-Friday, 9-to-5 Army" you don't have to work any harder or longer than your buddies in the Business World! And if, one night, you have to stay late to finish up some war, you'll get time-and-a-half for overtime!

*YOUR CHOICE OF M-60 TANK OR M-113 APC CARRIER

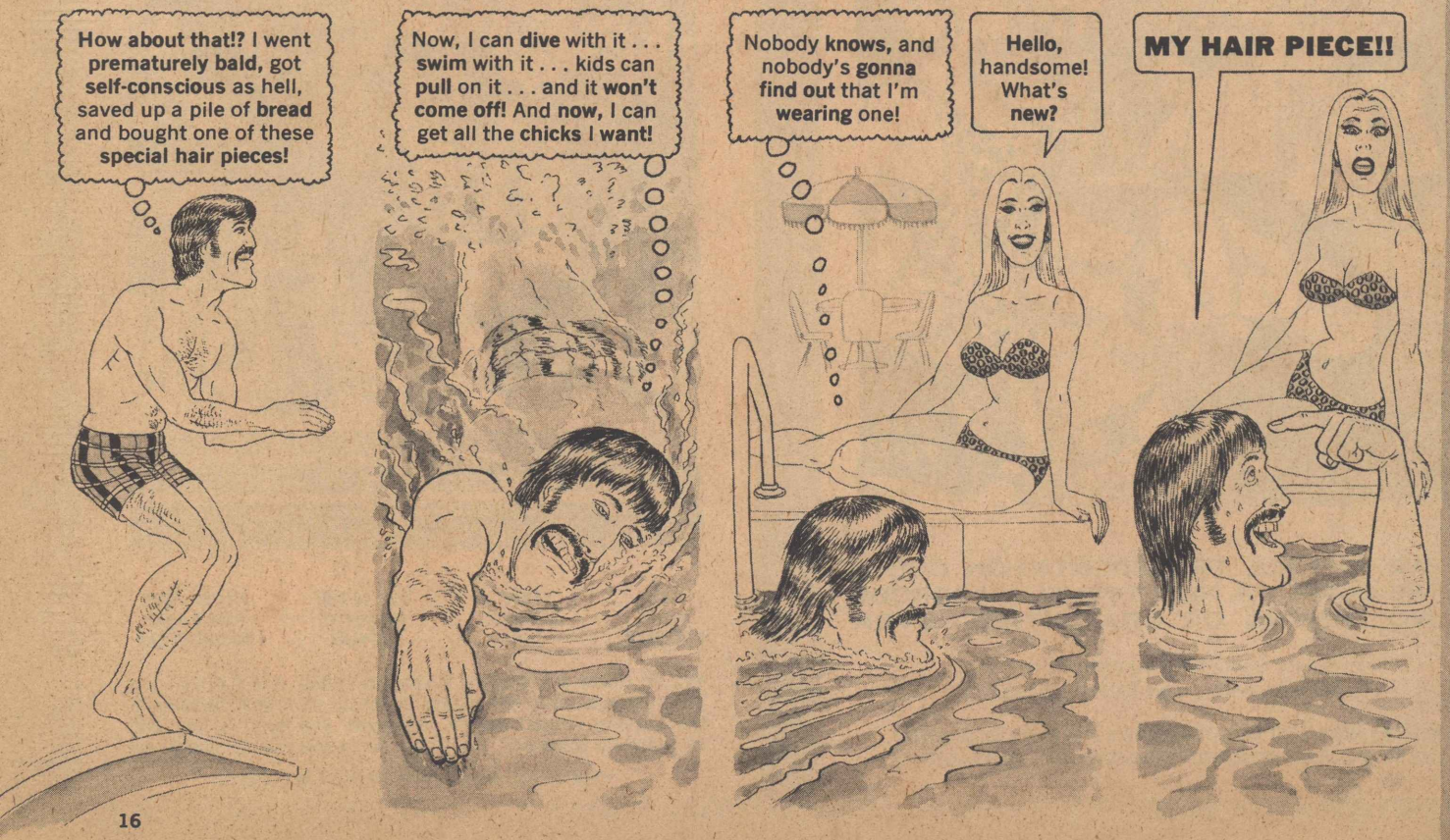


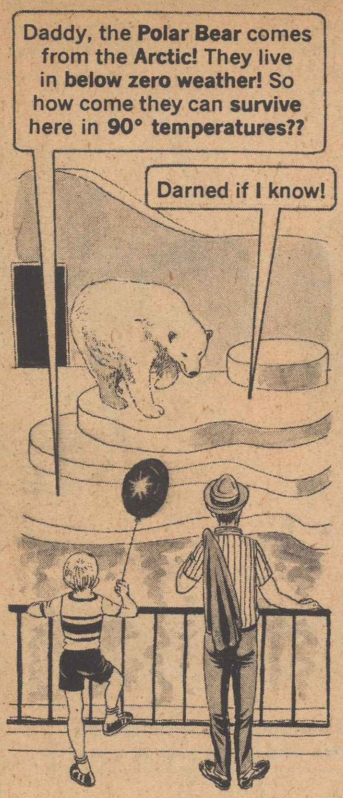
BERG'S-EYE VIEW DEPT.

PART I



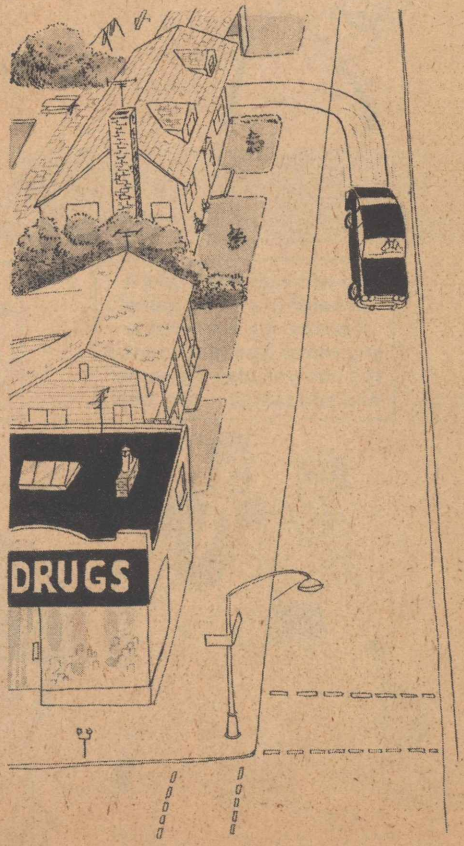
THE LIGHTER SIDE OF... FUN





IN THE SUN

ARTIST & WRITER: DAVE BERG



Why do you wear that **nose guard** when you sunbathe?

If I **don't** my poor nose **stands out** like a **sore thumb!**

The **burning rays** from ol' Sol seem to **ZERO IN** on **my shnozzle!** It always turns **beet red,** starts to **peel,** and looks **absolutely awful!**

Really? Take the nose guard **off** for a second . . .

Okay! How does it **look?**

It **stands out** like a **SORE THUMB!!**

Today, you **don't have** to be a **rich millionaire** to own a **Swimming Pool!**

With these inexpensive, plastic, **above-the-ground models,** any poor middle-class **shnook** can own one!

But you **have** to be a **rich millionaire** to **feed** all the **friends** and **relatives** who come over to **use** it!

So you **lost!** Don't take it so **hard!** It's only a **game!** Besides, it's **not** whether you **win** or **lose** that counts! It's how you **play** the game! And **you** played it **very well!**

I don't look at Tennis as a **point-scoring** competition! To me, it's just a form of **exercise!** A mere **work-out** to keep me in **shape!** That's how **you** should look at it!

Yeah, I guess you're right!

Good! See you tomorrow!

YIPPIE! I WON!!

I bought this wild, sexy **Bikini!** It cost me a **fortune** . . . and if the guys ever **saw** me in it, their **eyes** would pop!

So why don't you **wear** it?

I **AM!!** It's under this **shirt!**

So take the shirt **off!**

Are you **NUTS?!?**

I'd die of **EMBARRASSMENT!!**

I **love** these **outdoor Art Exhibits!** They bring **culture** to our **drab streets!** Just look at this **still life!** That's **art!**

That's not **art!** That's just a bunch of **old fruit!**

Look at this lovely **seascape!** That's **art!**

That's not **art!** That's just a lot of **polluted water!**

Look at this beautiful **landscape!** That's **art!**

That's not **art!** That's just a broken-down **barn** and some scrubby **trees!**

Look at **THIS** picture!

Now, THAT'S ART!!

When I was a **kid,** we were **poor!** And the only way we could **cool off** on hot days was at an **open fire hydrant!** But, **y'know** something? That was a **real FUN THING!!**

Yep! I've come a **long way** since then! Today, I belong to this **fancy Country Club!** And **y'know something?** With all it's big deal expensive facilities, it's **not really such a FUN THING!!**

I wonder if we could install an **OPEN FIRE HYDRANT** in this place?!

How about a game of **Football?**

No, thank you! We're **busy!**

Then **why** did you bring the football **along?**

Because I planned to **use** it!

So why **don't** you?!?

Okay! I **will!** Le'me **have** it!

Okay, **Boss!** You're always mentally abusing **ME!** This time, I'm gonna mentally abuse **YOU!** That **golf ball** is your **HEAD,** and I'm gonna knock it to **kingdom come!!**

Wow! What a **powerful drive!**

By the way, how are things between **you** and your **Boss?** Are they any **better?**

Oh . . . **MUCH better!**

In fact, **lately** I've been playing **GOLF** with him!!

Will you **look** at **that?!?** All Winter long, with the **heavy coats** and **jackets,** you can't tell the **difference** between **girls** and **boys** from the back!

And now that it's **Summer,** even with the **abbreviated clothes,** you **STILL** can't tell the difference!

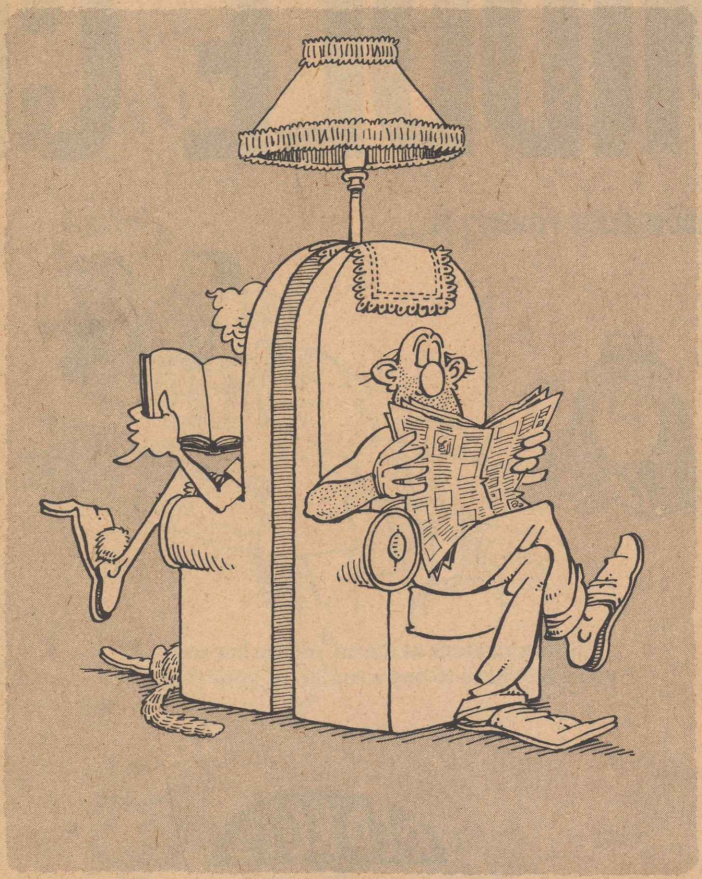
You mean you **really** can't tell the difference between that **boy** and that **girl** from the **back!** Man, are you **dumb!** It's so . . . so **obvious!!**

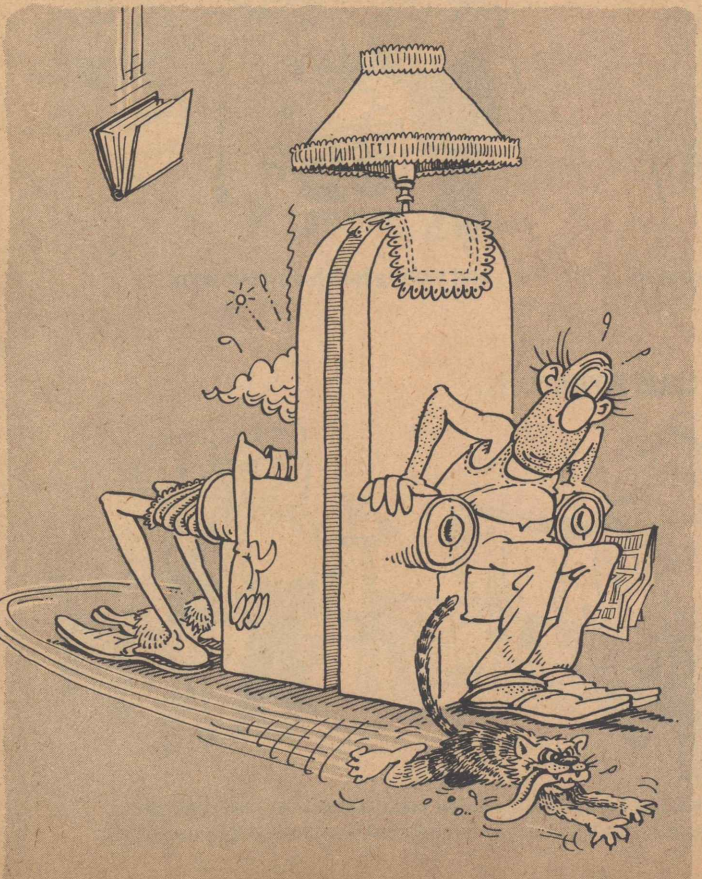
The **BOY** is the one with the **HIGH HEELS!!**

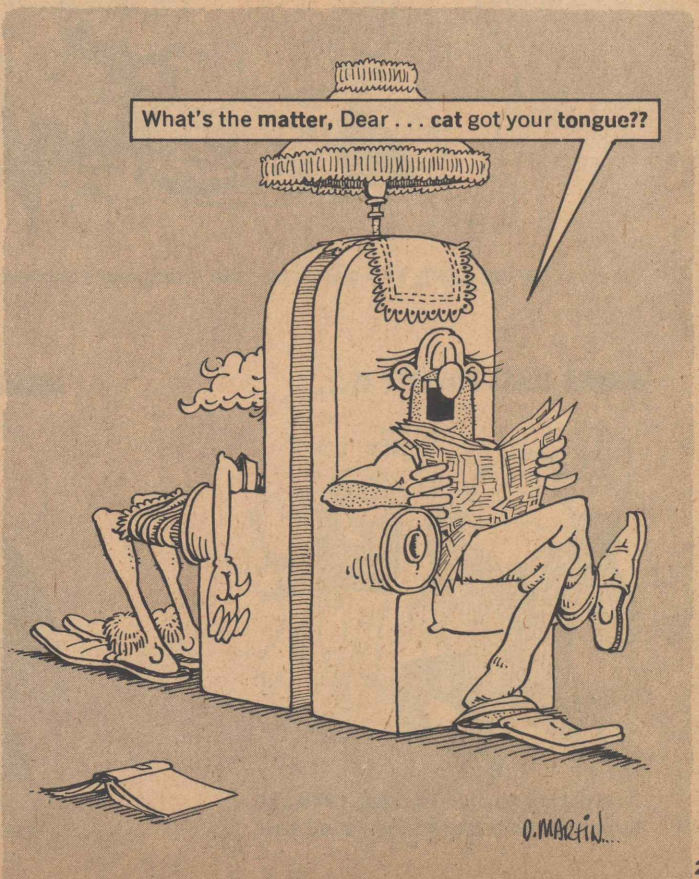
David Berg

DON MARTIN DEPT. PART I

ONE NIGHT IN A LIVING ROOM





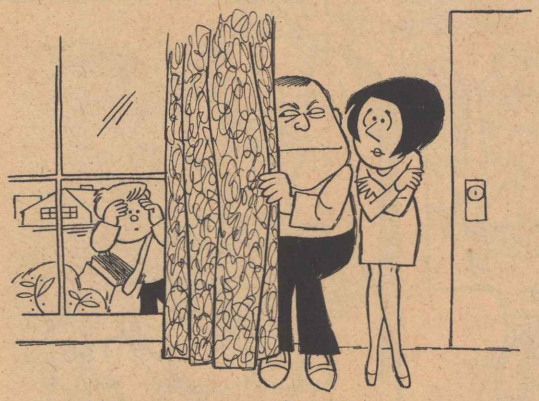


TIGHTENING THE MONEY BELT DEPT.

You've heard of "Inner City Poverty" and "Appalachian Poverty" and "Old Age Poverty." And yet, millions of our citizens are being inflicted with another kind of poverty. We're referring, of course, to the great American Middle Class... working... paying bills and taxes... and somehow, just about making it through from payday to payday! They know—and you know—we all know that...

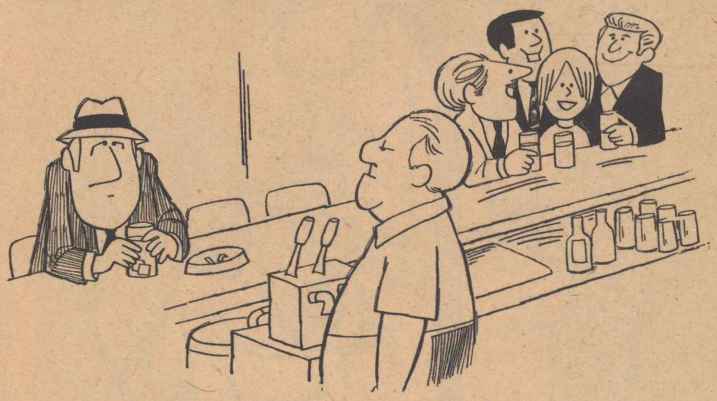
MIDDLE CL

MIDDLE CLASS POVERTY IS...



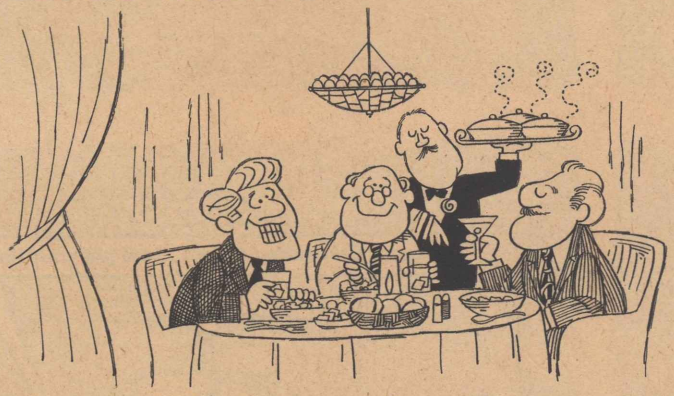
... hiding inside your $30,000 house because you don't have the money to pay the paper boy.

MIDDLE CLASS POVERTY IS...

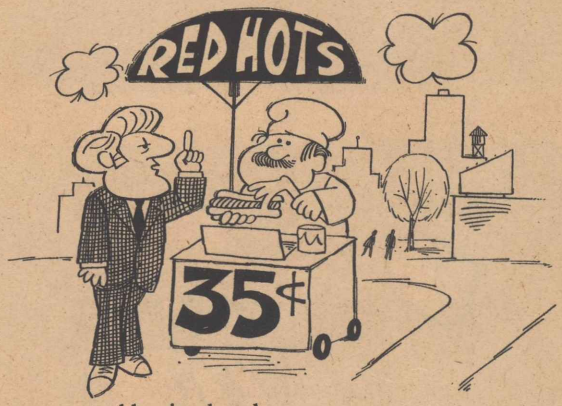


... sitting all alone at the end of the bar so you won't have to buy a round for your friends.

MIDDLE CLASS POVERTY IS...

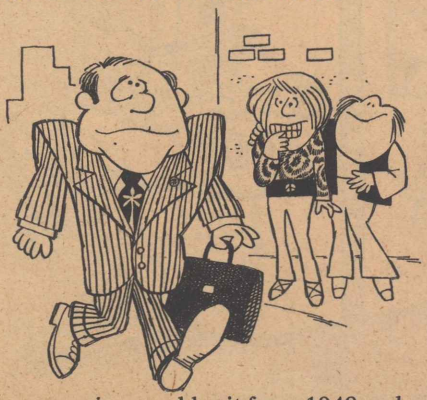


... having lunch with clients on your Company's expense account



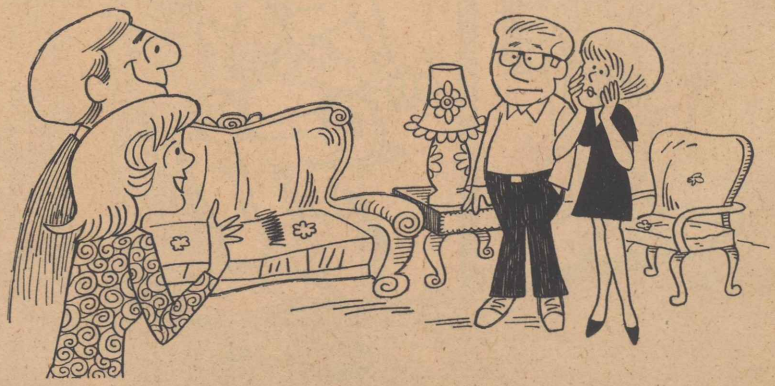
... and having lunch on your own.

MIDDLE CLASS POVERTY IS...



... wearing an old suit from 1948 and hoping it looks like the new mod style.

MIDDLE CLASS POVERTY IS...

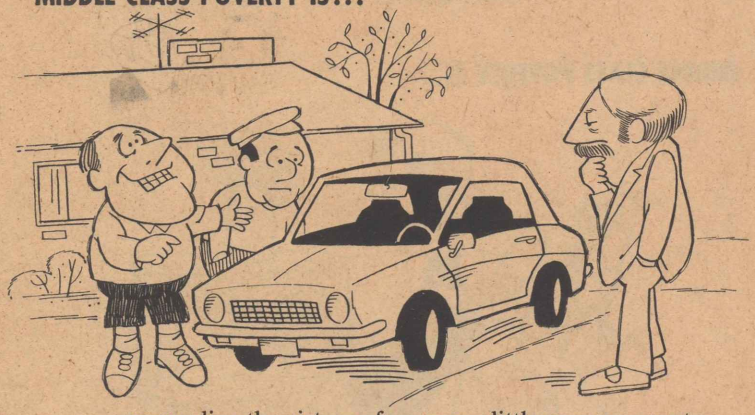


... receiving compliments from your friends on your antique furniture... and you never even knew you owned any antiques.

LASS POVERTY IS...

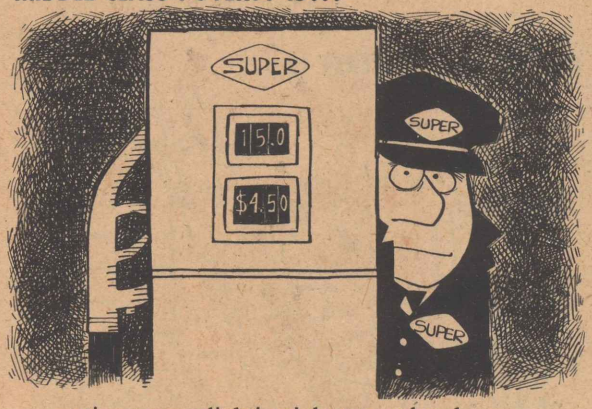
ARTIST & WRITER: LLOYD GOLA

MIDDLE CLASS POVERTY IS...



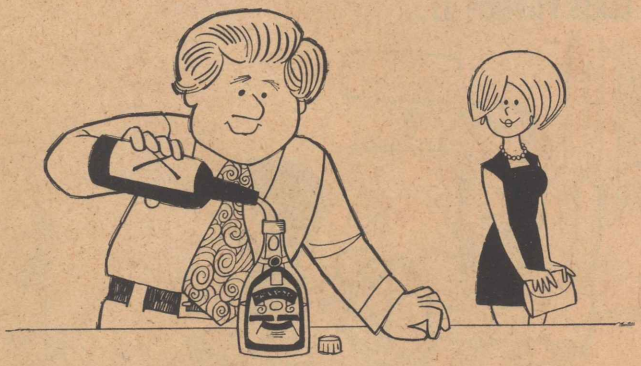
...expounding the virtues of your new little economy car to your neighbors...when you actually were dying for a Cadillac.

MIDDLE CLASS POVERTY IS...



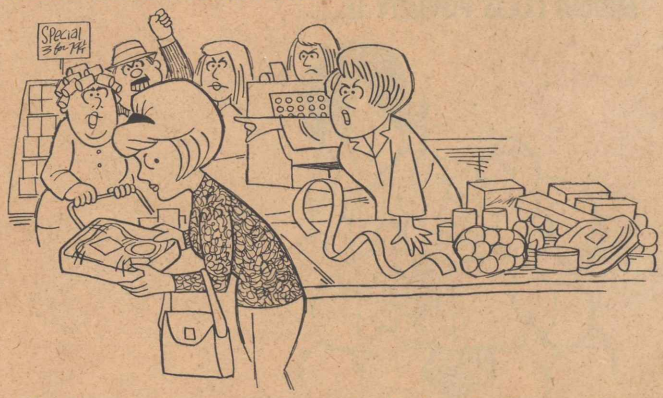
...getting a moonlighting job at your local gas station, and hoping none of your neighbors show up.

MIDDLE CLASS POVERTY IS...



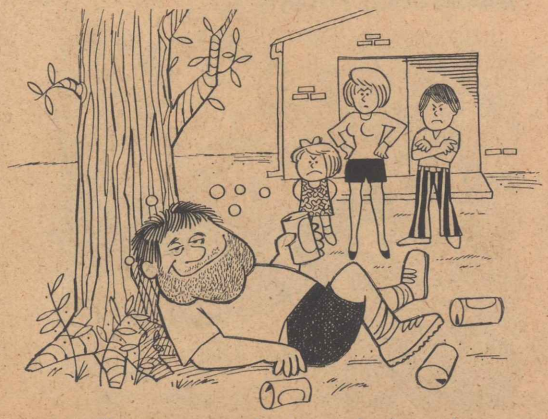
...pouring a Brand-X Scotch into an empty fifth of the good stuff.

MIDDLE CLASS POVERTY IS...



...having to return something to the shelf at the Supermarket.

MIDDLE CLASS POVERTY IS...

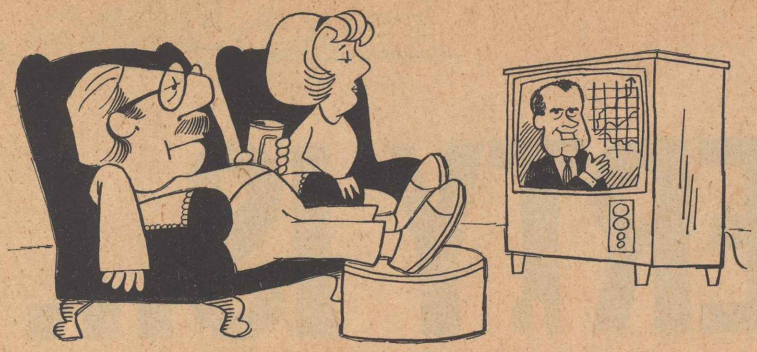


...spending your vacation just relaxing at home.

MIDDLE CLASS POVERTY IS...

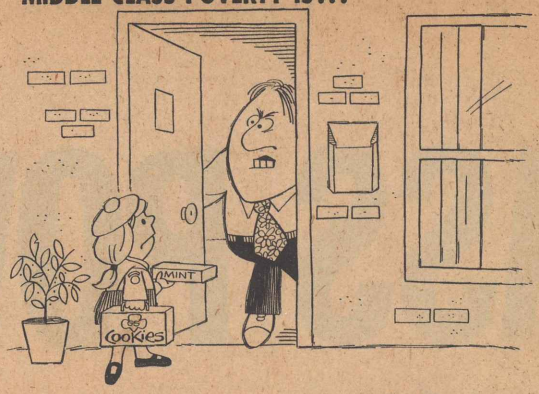
...discovering an expensive restaurant is not on the Diners' Club.

MIDDLE CLASS POVERTY IS...



...watching the President on TV announcing that the recession is over...the same day you were canned.

MIDDLE CLASS POVERTY IS...

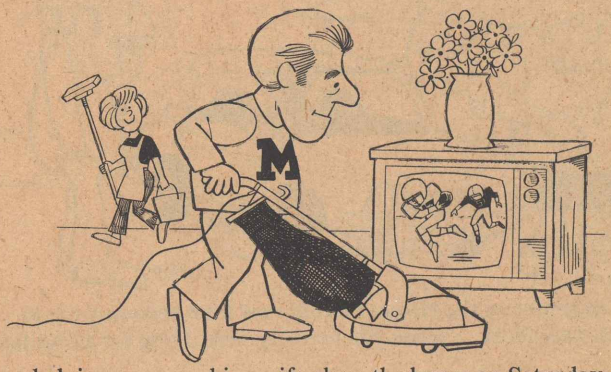


...having to say "No!" to a girl scout.

MIDDLE CLASS POVERTY IS...

...encouraging your daughter and her fiancee to elope.

MIDDLE CLASS POVERTY IS...

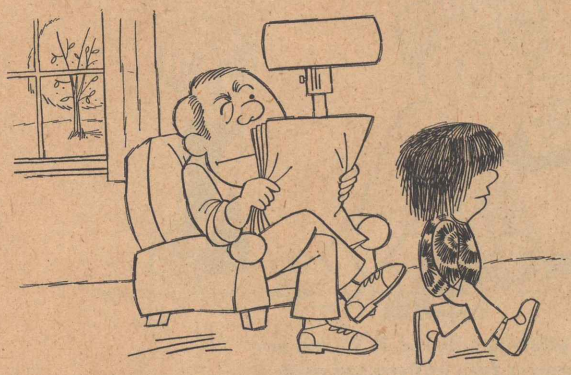


...helping your working wife clean the house on Saturday.

MIDDLE CLASS POVERTY IS...

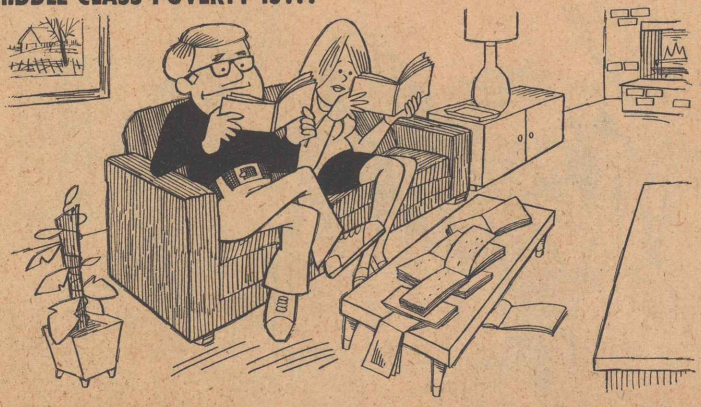
...having to wait to read the latest best seller until it comes out in paperback.

MIDDLE CLASS POVERTY IS...



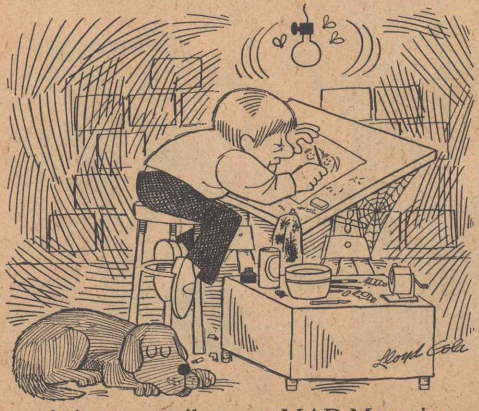
...not being able to scream at your kid to get a haircut because you can't spare the three bucks.

MIDDLE CLASS POVERTY IS...



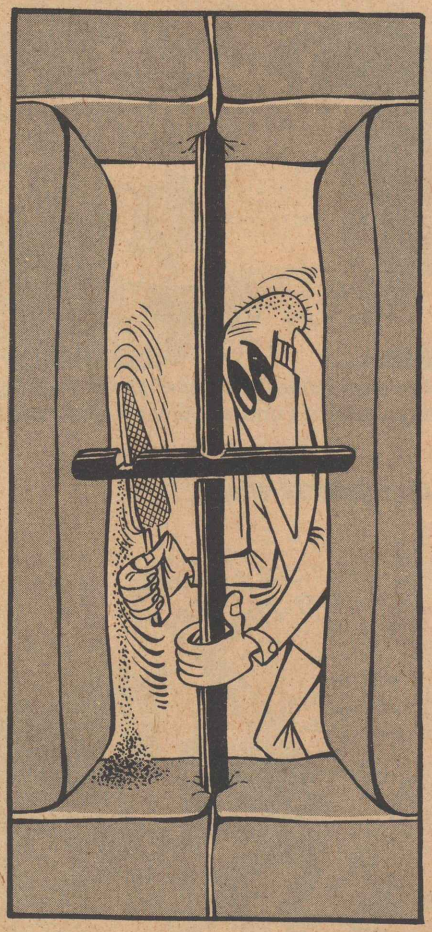
...spending a quiet evening at home reading your time payment books.

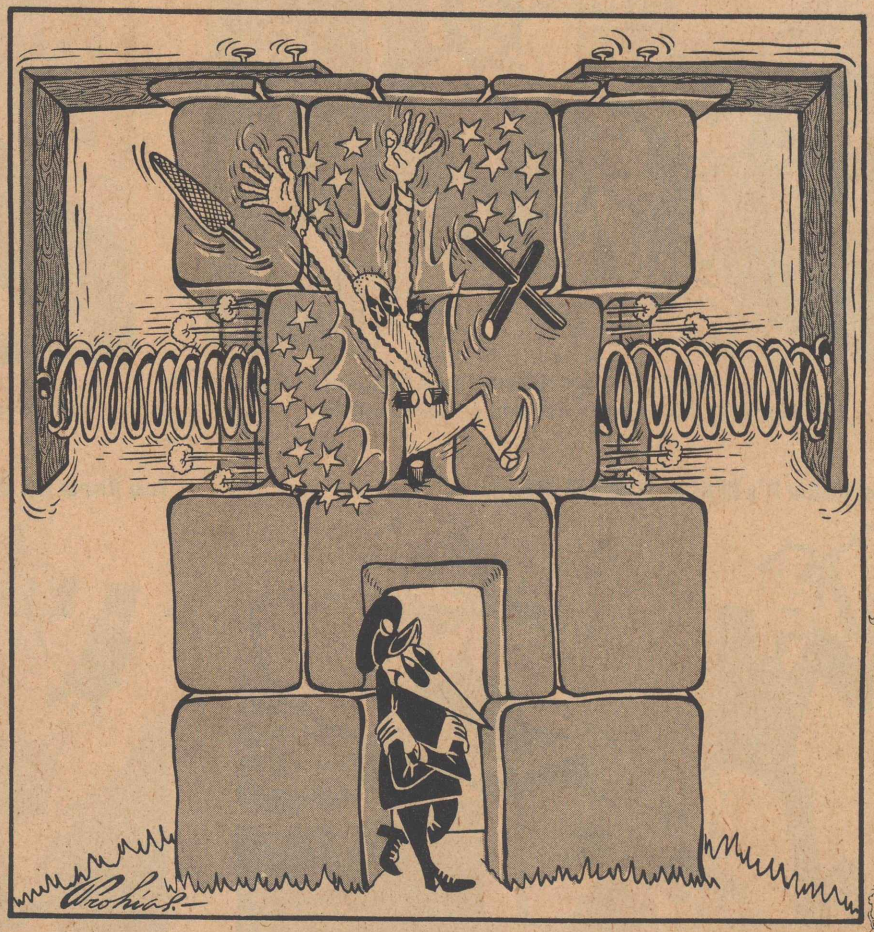
MIDDLE CLASS POVERTY IS...



...being a contributor to MAD Magazine.

JOKE AND DAGGER DEPT. PART I



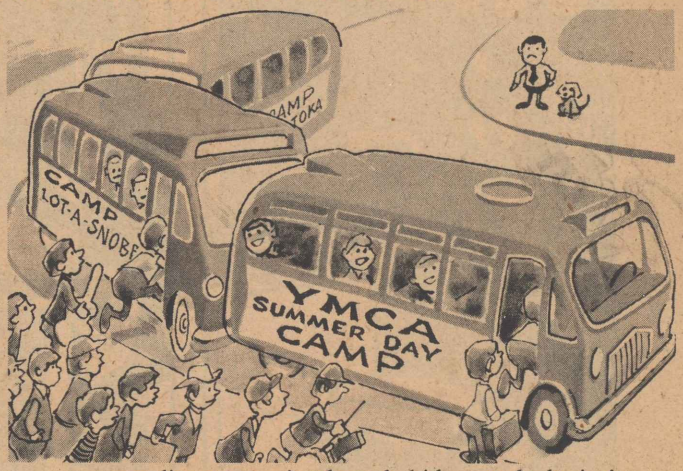


You Know IT'S REALLY

You Know It's REALLY SUMMER When...

. . . the TV Networks start telling you how much better the new Fall Shows will be than the lousy re-runs you're watching now.

You Know It's REALLY SUMMER When...

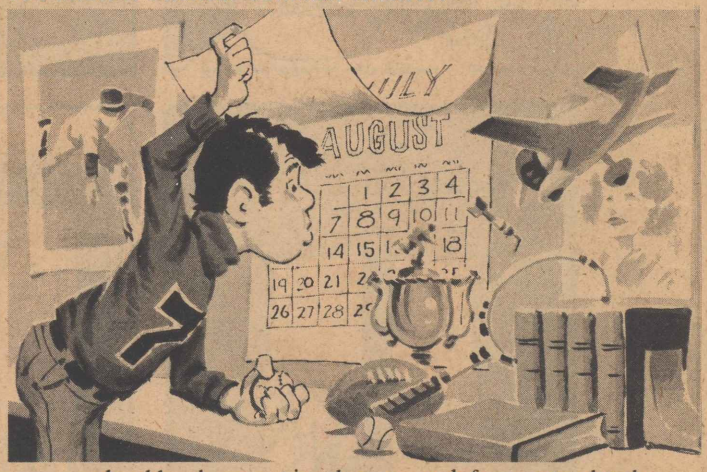


. . . you discover you're the only kid around who isn't rich enough or under-privileged enough to go to camp.

You Know It's REALLY SUMMER When...

. . . you use up your savings for your own vacation to feed the relatives who came to visit you on their vacation.

You Know It's REALLY SUMMER When...



. . . school has been out just long enough for you to glumly start counting the weeks until the day you have to go back.

You Know It's REALLY SUMMER When...

. . . your Secretary stops taking long weekends off to go skiing, and starts taking long weekends off to go surfing.

You Know It's REALLY SUMMER When...

. . . the post season basketball play-off games are almost over, and the pre-season football games have just begun.

SUMMER When...

ARTIST: JACK RICKARD
WRITER: TOM KOCH

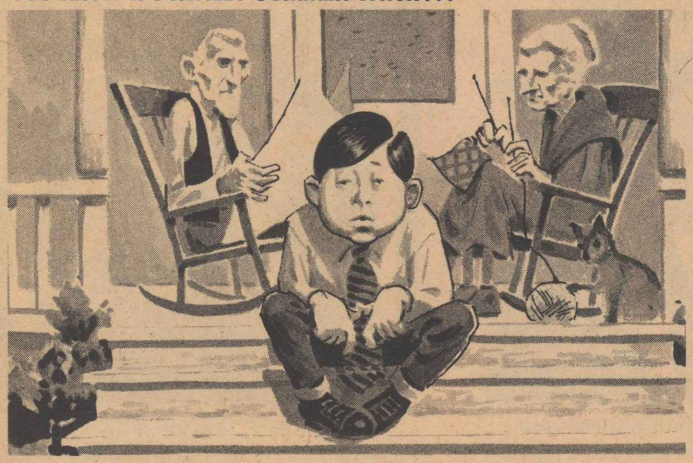
You Know It's REALLY SUMMER When...

. . . you feel a sudden pang of regret that you didn't spend $2,000 more and get a convertible.

You Know It's REALLY SUMMER When...

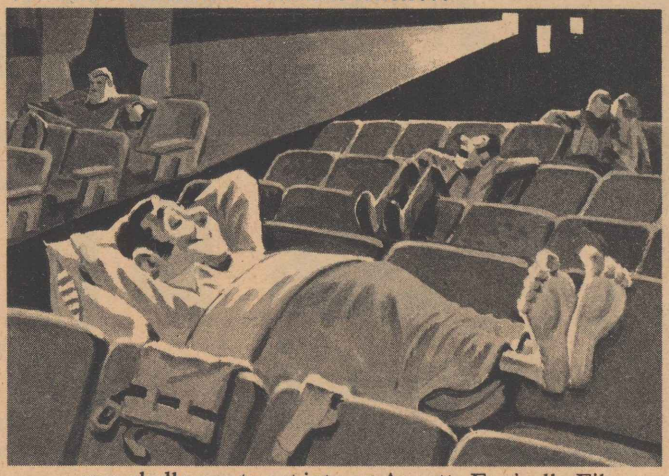
. . . the season's first lightning bug appears, setting off the season's first stampede of kids with jars trying to catch it.

You Know It's REALLY SUMMER When...



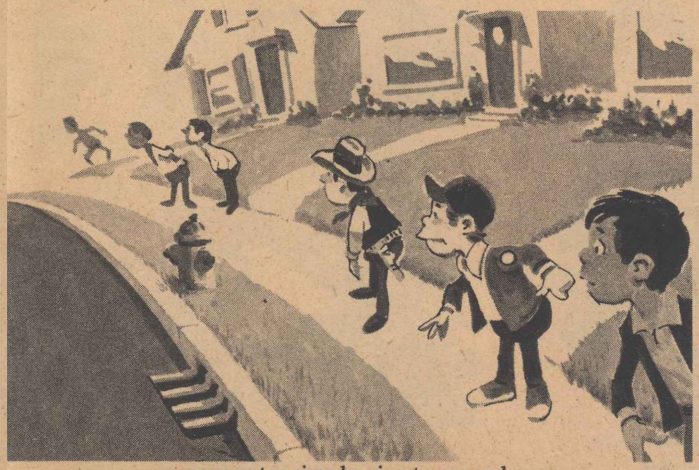
. . . you're sent off to visit Grandma and Grandpa for a month, and you begin wondering what you did to deserve it.

You Know It's REALLY SUMMER When...



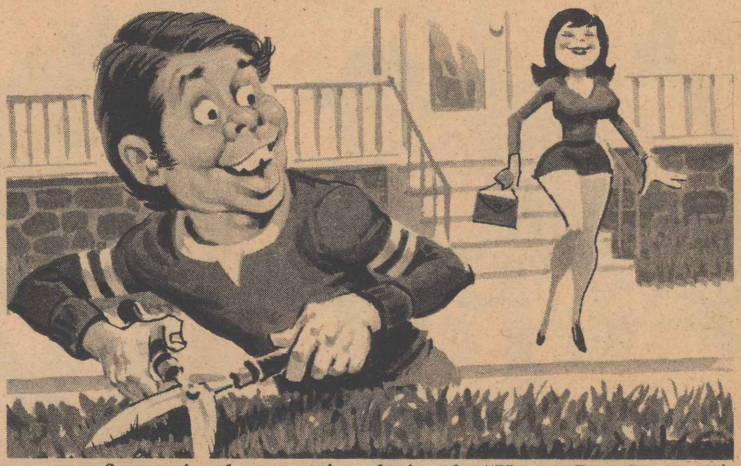
. . . you gladly pay to get into an Annette Funicello Film Festival just because the theater is air-conditioned.

You Know It's REALLY SUMMER When...



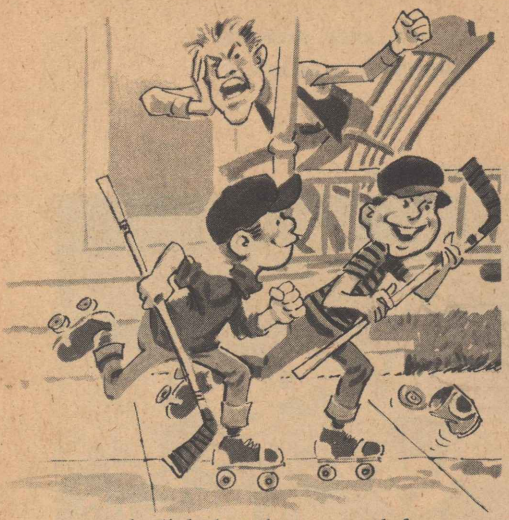
. . . an uneasy tension begins to spread every time the ice cream truck is five minutes late.

You Know It's REALLY SUMMER When...



. . . you first notice that sometime during the "Heavy Coat Season," the little girl across the street grew up to be a—*gulp*—big girl.

You Know It's REALLY SUMMER When...



. . . daylight lasts long enough for kids on roller skates to continue driving you crazy all evening now.

You Know It's REALLY SUMMER When...

. . . flowers you planted in April start blooming, and you discover you're allergic to all of them.

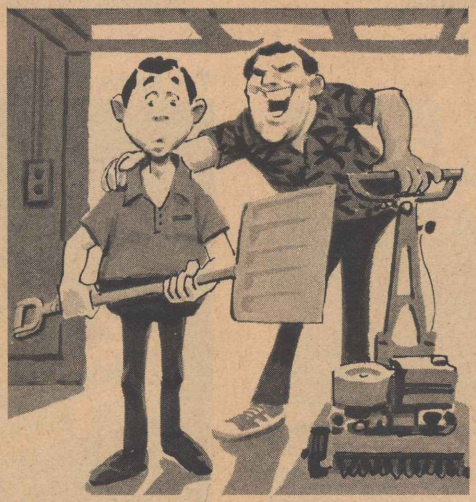
You Know It's REALLY SUMMER When...

. . . the time arrives once again for you to go to the "Annual Company Picnic" and make a fool of yourself.

You Know It's REALLY SUMMER When...

. . . you can't get a call through to the air conditioner repairman.

You Know It's REALLY SUMMER When...



. . . your next door neighbor returns your snow shovel and borrows your lawn mower.

You Know It's REALLY SUMMER When...

. . . you suddenly find out how few people pay attention to deodorant commercials.

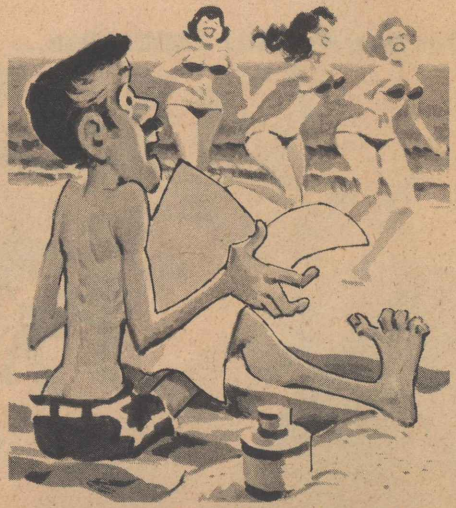
You Know It's REALLY SUMMER When...

. . . the Major League Baseball season is far enough along for the last-place teams to start firing their Managers.

You Know It's REALLY SUMMER When...

. . . you feel obligated to drink nine glasses of luke warm Kool-Ade on your way home from the bus stop.

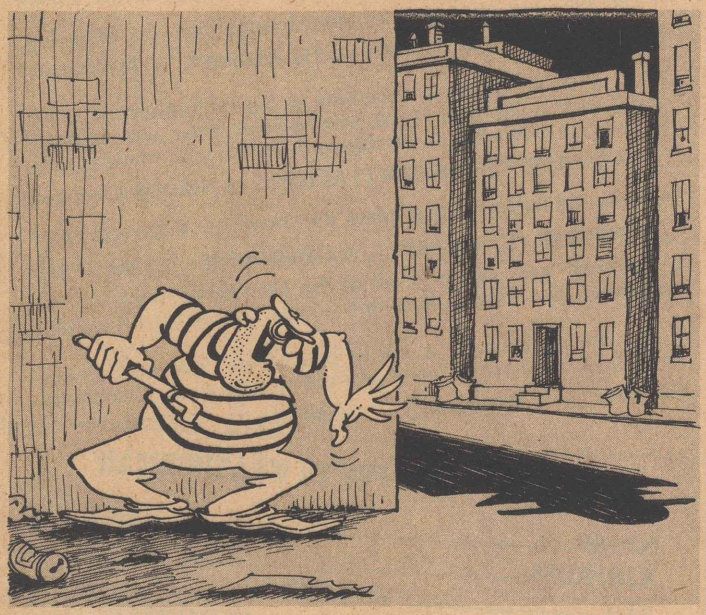
You Know It's REALLY SUMMER When...

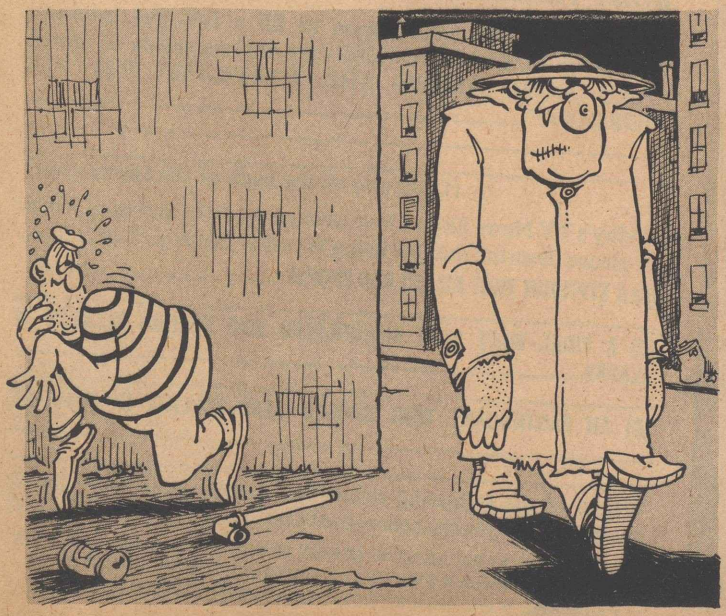


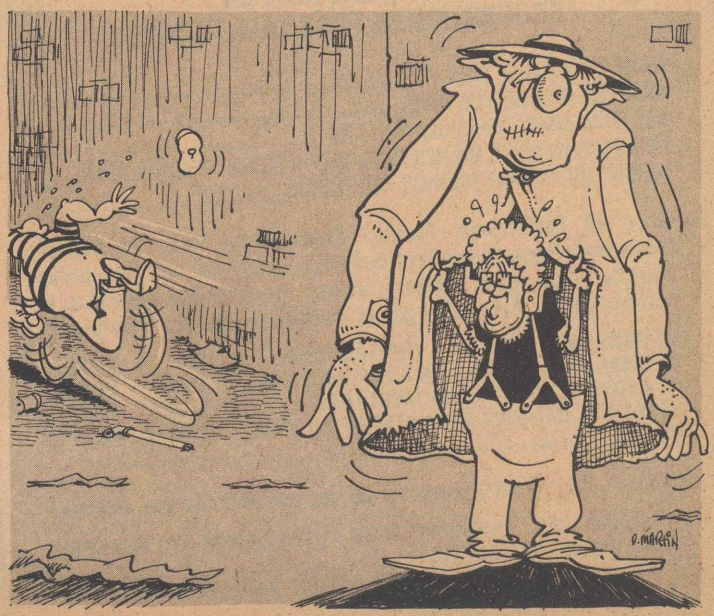
. . . your yearly prediction that girl's swim suits can't possibly get any more revealing is proved wrong once again.

DON MARTIN DEPT. PART II

LATE ONE NIGHT ON A DARK AND SCARY STREET







TRUE-TO-FORM DEPT.

Years ago, applying for a job was easy. Whether you wanted to be an Architect or a Zookeeper, you filled out the same simple form. Which is why so many Architects are now Zookeepers. But

RELEVANT JOB

APPLICATION FOR LONGSHOREMAN

NAME _____
ALIAS _____
ADDRESS _____
IS THE ABOVE ADDRESS FAKE ____ OR REAL ____
YEARS OF EDUCATION: 0 ____ 1 ____ 2 ____ 3 ____

PRESENT WEEKLY SALARY: ☐ $100 ☐ $125 ☐ $150

PRESENT WEEKLY TAKE HOME PAY (INCLUDING OVERTIME AND SIDE DEALS): ☐ $2,500 ☐ MORE

So that we may properly evaluate your knowledge of modern freight handling, please answer the following questions:

A. FROM WHAT HEIGHT MUST A CRATE OF FINE CHINA BE DROPPED IN ORDER TO ASSURE BREAKAGE OF EVERY PIECE? _____

B. HOW LONG SHOULD IT TAKE TO UNLOAD 24 RADIOS FROM A SHIP?
____ 4 HOURS ____ A FULL DAY ____ A WEEK ____ A MONTH

C. HOW LONG SHOULD IT TAKE TO LOAD 24 RADIOS INTO YOUR CAR?
____ 1 MINUTE ____ 2 MINUTES ____ 3 MINUTES ____ 5 MINUTES

D. WHAT IS THE LONGEST YOU SHOULD LEAVE UNPACKED BOXES OF IMPORTED LINEN IN THE RAIN? ____ 1 HOUR ____ 1 DAY ____ 1 WEEK

How many Color Television Sets do you own? ☐ 5 ☐ 10 ☐ 15
(If more than 15, or less than 5, please explain: _____

Although "Public Speaking" is not part of your job, please answer the following questions concerning your vocabulary:

A. THE MOST WORDS I HAVE EVER UTTERED CONSECUTIVELY WITHOUT USING ONE PROFANITY IS ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

B. WHICH IS CORRECT: ☐ "IS YOUSE GUYS GOIN' FER A BEER?" OR ☐ "AIN'T YOUSE GUYS GOIN' FER A BEER?"

APPLICATION FOR ROCK STAR

NAME _____
LOCATION OF PAD _____

Can you sing* an entire song so that not one single word is intelligible ..... ☐ YES ☐ NO
(*If you can only *speak* an entire song so that not one word is intelligible, request application for Train Station Announcer)

Which of the following musical instruments can you play well?
☐ ELECTRIC GUITAR ☐ ELECTRIC ORGAN ☐ ELECTRIC PIANO
☐ ELECTRIC BONGOS ☐ ELECTRIC DRUMS ☐ ELECTRIC CHAIR

I can play my musical instrument louder than the following:
☐ GARBAGE TRUCK ☐ PNEUMATIC HAMMER ☐ BOEING 747

Starting at the bottom, becoming a big million-record seller, and finally a has-been Rock Star requires time and patience. How much time will you be able to devote to your music career?
☐ TWO WEEKS ☐ A MONTH ☐ AS LONG AS NEEDED (6 Mo. Max.)

A successful Rock Star must adopt the "Now" Look! Do you have:
☐ SIDEBURNS ☐ A BEARD ☐ A MOUSTACHE ☐ ALL THREE
(Answering "yes" to any or all of the preceeding items will be considered the "Now" Look only if you happen to be a girl!)

If you are applying for a job as one of the new, very young Rock Stars, what is the latest you can stay up to do a concert?
8:00 P.M. ☐ 9:00 P.M. ☐ 10:00 P.M. ☐ MIDNIGH

APPLICATION FOR PROFESSIONAL FOOTBALL PLAYER

NAME (WHAT THEY CALL YOU) _____
ADDRESS (WHERE YOU LIVE) _____
AGE (HOW MANY YEARS OLD YOU ARE) _____
HEIGHT (HOW MANY INCHES FROM FLOOR TO TOP OF YOUR HEAD) ____
WEIGHT (HOW MANY POUNDS YOU WEIGH) _____

Since all Professional Football Players have been to College (Remember those ivy-covered buildings where you and your books went for four years?), please answer the following questions in order to prove that you've got as much brains as you have brawn!

(A) THERE ARE 11 MEN ON A FOOTBALL TEAM ..... TRUE ☐ FALSE ☐
(B) THERE ARE 4 QUARTERS IN A FOOTBALL GAME ..... TRUE ☐ FALSE ☐
(C) A FOOTBALL FIELD IS 100 YARDS LONG ..... TRUE ☐ FALSE ☐
(D) PLAYBOY MAGAZINE HAS A CENTERFOLD NUDE ..... TRUE ☐ FALSE ☐

(To pass the above test, you must get at least 1 out of 4 correct!)

Which of the following products do you use and can you endorse?
☐ RAZOR BLADES ☐ SHAVING CREAM ☐ DEODORANT ☐ HAIR SPRAY
☐ NAIL POLISH (EXPLAIN FULLY _____)
☐ YOU NAME IT, AND IF IT PAYS ENOUGH DOUGH, I'LL ENDORSE IT!

Although it is not absolutely necessary, if an emergency arises, do you know how to play Football? ☐ YES ☐ NO ☐ MAYBE

APPLICATION FOR TV WEATHERMAN

NAME _____
ADDRESS _____
AGE ____ WEIGHT ____
BODY TEMPERATURE ____ HUMIDITY ____

Since you will be called upon to fill a full five minutes, describe the following in 1,000 meaningless words or more: "AND NOW, HERE'S THE FORECAST FOR TOMORROW:" _____

(Continue on the back of the application)

Today's TV News Shows lean toward the light and humorous, so please describe the following Weather Items in "fun" terms:

(A) A TYPHOON THAT KILLED 920 PEOPLE _____

(B) A TIDAL WAVE THAT ANNIHILATED TWO FISHING VLLAGES IN ALASKA _____

(C) AN EARTHQUAKE THAT CAUSED $780 MILLION IN DAMAGES _____

Which of the following scientific methods would you use to determine the precipitation probability for the next 24 hours?
☐ ASK YOUR AUNT MINNIE IF HER RHEUMATISM IS ACTING UP.
☐ WET YOUR INDEX FINGER AND HOLD IT UP IN A BREEZE.
☐ CALL THE WEATHER BUREAU OR LISTEN TO THE RADIO.

Do you have a knowledge of geography so that you may talk

today we live in an age of specialization. Every job requires special qualifications! So we think it's about time they started asking realistic, pertinent questions, like on these . . .

APPLICATIONS

WRITER: DICK DE BARTOLO & DON EPSTEIN

APPLICATION FOR TV GAME SHOW M.C.

NAME_____

ADDRESS_____

NUMBER OF TEETH_____ NUMBER OF TEETH CAPPED_____

How long can you keep smiling inanely without a break?

☐ 1 HOUR ☐ 1 WEEK ☐ 13 WEEKS ☐ A FULL TV SEASON

Can you keep on laughing inanely even though you have:

☐ A HEADACHE ☐ A NOSEBLEED ☐ AN INGROWN TOENAIL
☐ STOMACH CRAMPS ☐ SHOW THAT'S JUST BEEN CANCELLED
☐ A PENDING PATERNITY SUIT FILED BY FORMER CONTESTANT

Are you willing to kiss a female contestant even if:

☐ SHE'S UGLY ☐ SHE HAS ACNE ☐ SHE HAS BAD BREATH
☐ SHE HAS A MOUSTACHE ☐ ALL OF THE PRECEEDING

Can you accept an Award for Outstanding TV Showmanship from "The Ladies Auxiliary and Peach Preserving Committee" of Toyota, N.J., and keep a straight face?____

Can you drum up lots of excitement when giving a starving couple a prize like "Gold-Tipped Shoe Laces"?____

APPLICATION FOR PARKING LOT ATTENDANT

NAME_____

ADDRESS_____

Which of the following excuses is your favorite (Check one)?

☐ YOU'RE CRAZY! THE CAR WAS DENTED WHEN YOU BROUGHT IT IN!
☐ HOW DO I KNOW HOW A 1948 ENGINE GOT INTO YOUR 1937 CAR?
☐ I'M SORRY, BUT WE CANNOT BE RESPONSIBLE FOR ANY ARTICLES LEFT IN YOUR CAR! ARE YOU SURE THERE WAS ANY UPHOLSTERY?

Being auto accident prone is required. List your last four auto accidents in the order in which they came into court:

1._____ 3._____

2._____ 4._____

What is the fastest you are capable of driving in a garage?

☐ 30 MPH ☐ 60 MPH ☐ 90 MPH ☐ WHAT THE CAR WILL DO

What is the proper thing to do to a customer who doesn't tip?

☐ HOLD DOOR TILL HE GETS IN, THEN SLAM IT ON HIS FINGERS!
☐ GIVE HIM THE "ALL CLEAR" SIGNAL AS HE DRIVES OUT OF THE LOT, EVEN THOUGH YOU KNOW A SPEEDING TRUCK IS COMING!!
☐ TAKE HIS LICENSE NUMBER AND REPORT IT AS A STOLEN CAR!!

Do you have a Driver's License in good standing?

YES ☐ NO ☐

When someone tells you he's only going to be parked for 15 minutes, how far back do you bury his car? ☐ 5 CARS BACK
☐ 10 CARS BACK ☐ ACROSS TOWN IN ANOTHER

APPLICATION FOR ACCOUNTANT

1. NAME_____
2. ADDRESS_____
3. ZIP CODE_____
4. TELEPHONE NUMBER_____
5. TOTAL OF LINES 1 THROUGH 4_____
6. NUMBER OF YEARS IN HIGH SCHOOL_____
7. NUMBER OF YEARS IN COLLEGE_____
8. NUMBER OF YEARS AT LAST JOB_____
9. ANY NUMBER FROM 1 TO 10_____
10. Contrary to popular belief, Accountants need not be dull and boring. In order to assess your sense of humor, please indicate which of the following hysterical punchlines you think is the funniest:
☐ "OH, YEAH? THAT SHOWS HOW MUCH YOU KNOW!"
☐ "SO BIG DEAL! HE ALWAYS WAS A BIG TIPPER!"
☐ "HE'S NOT HEAVY, FATHER! HE'S MY BROTHER!"
11. Write down a funny decimal_____
12. If a single man makes $25,000 a year, approximately how much Income Tax would he have to pay if you were his Accountant and you filled out his Tax Return?
☐ $9,000 ☐ $8,000 ☐ $5,000 ☐ $18.39
13. If you picked $18.39, approximately how long do you think your client would have to spend in jail?
☐ SIX MONTHS ☐ SIX YEARS ☐ SIXTY YEARS ☐ LIFE
14. When one of your clients is ordered to appear at the Internal Revenue Service office for an audit of his Tax Return, do you ☐ GO WITH HIM ☐ SEND HIM ALONE
☐ DENY KNOWING HIM ☐ GO ON A VACATION

APPLICATION FOR SCHOOL TEACHER

NAME_____

ADDRESS_____

Being a modern Teacher requires a good education in a variety of subjects. Check those subjects that you feel you know well:

☐ STOPPING A GANG WAR ☐ DEFENDING YOURSELF AGAINST A KNIFE
☐ DISARMING A STUDENT WITH A GUN ☐ SPOTTING A DOPE PUSHER
☐ CONTROLLING VD ☐ A LITTLE MATH, ENGLISH, HISTORY & SCIENCE (THIS CATEGORY IS NOT ABSOLUTELY ESSENTIAL)

What do you give a kid who acts real tough and sassy in class?

☐ STRAIGHT A'S ☐ STRAIGHT B'S (WITH YOUR SINCERE APOLOGY)

When should a Teacher take his or her first Sabbatical Leave?

☐ AFTER 7 YEARS ☐ AFTER 5 YEARS ☐ AFTER THE FIRST DAY

If a troublesome student brings you an apple, should you . . .

☐ THANK HIM AND EAT IT ☐ MAKE SURE IT ISN'T TICKING

APPLICATION FOR FEDERAL, CITY, OR STATE EMPLOYEE

NAME_____

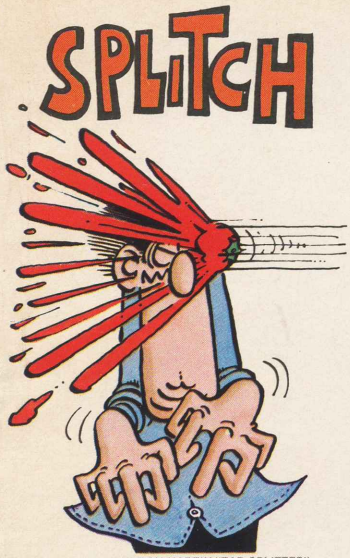
(If Above line is filled in, you're hired!)

HEY GANG! THESE ARE THE FREE, FULL-COLOR, FOLD-OUT

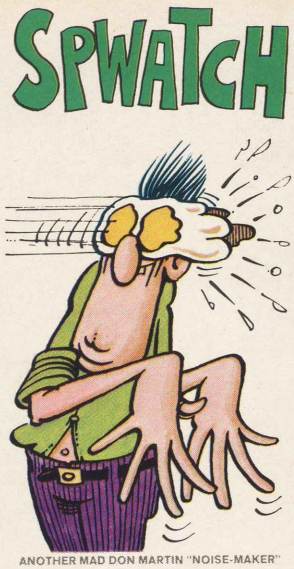
DON MARTIN SOUND EFFECT STICKERS

THAT WE'VE STUCK YOU WITH!

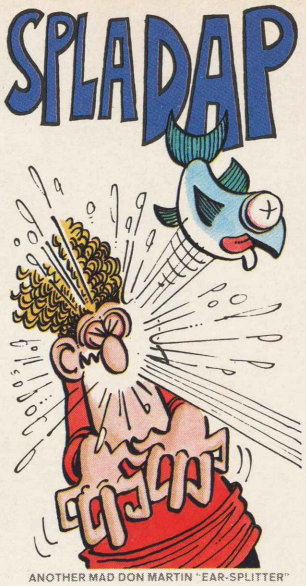
Now You Know Where YOU Can Stick 'Em!



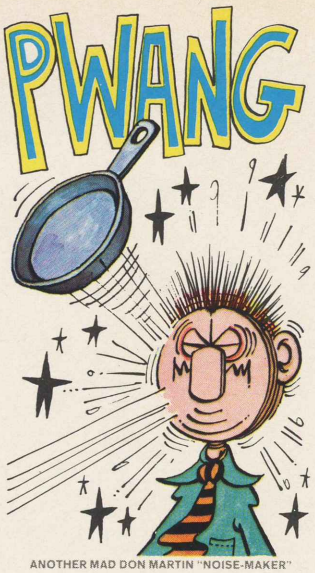
ANOTHER MAD DON MARTIN "EAR-SPLITTER"



ANOTHER MAD DON MARTIN "NOISE-MAKER"



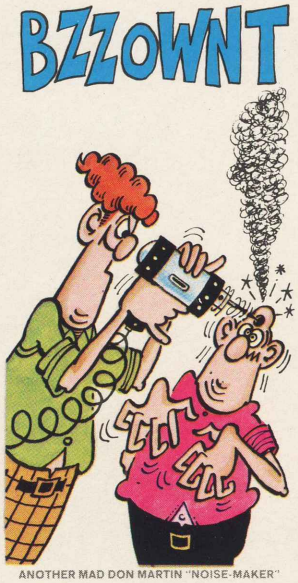
ANOTHER MAD DON MARTIN "EAR-SPLITTER"



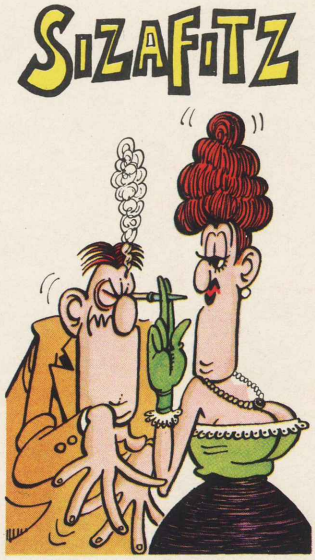
ANOTHER MAD DON MARTIN "NOISE-MAKER"

ANOTHER MAD DON MARTIN "NOISE-MAKER"

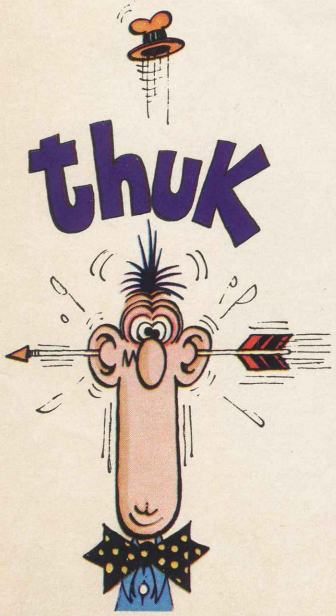
ANOTHER MAD DON MARTIN "EAR-SPLITTER"



ANOTHER MAD DON MARTIN "NOISE-MAKER"



ANOTHER MAD DON MARTIN "EAR-SPLITTER"

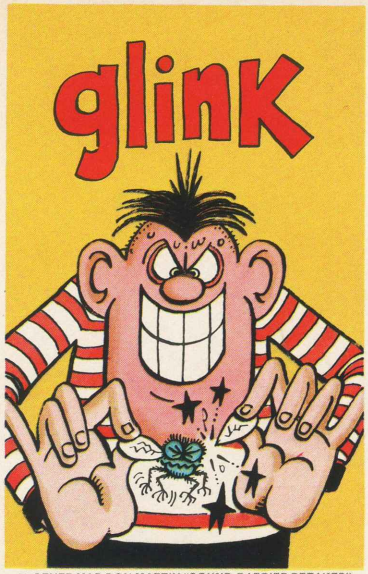


ANOTHER MAD DON MARTIN "SOUND BARRIER-BREAKER"

ANOTHER MAD DON MARTIN "EAR-SPLITTER"

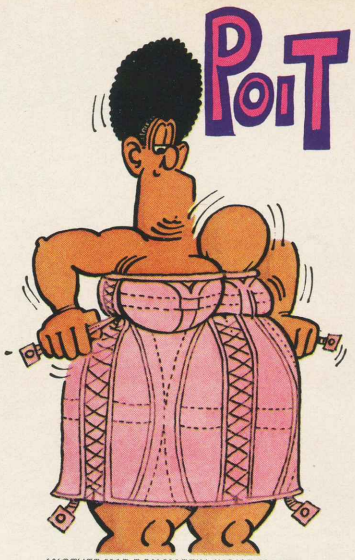
ANOTHER MAD DON MARTIN "NOISE-MAKER"

ANOTHER MAD DON MARTIN "EAR-SPLITTER"

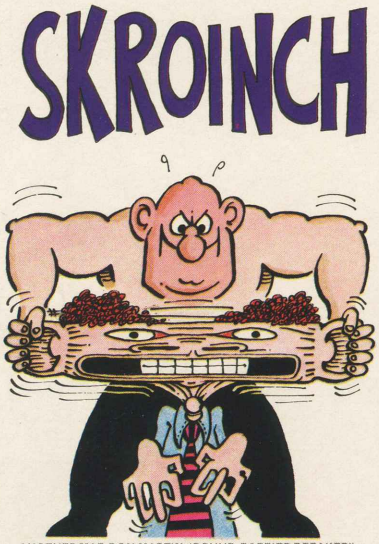


ANOTHER MAD DON MARTIN "SOUND BARRIER-BREAKER"

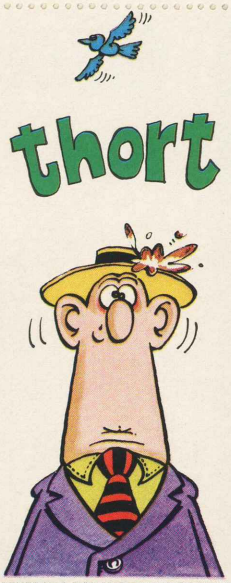
ANOTHER MAD DON MARTIN "EAR-SPLITTER"



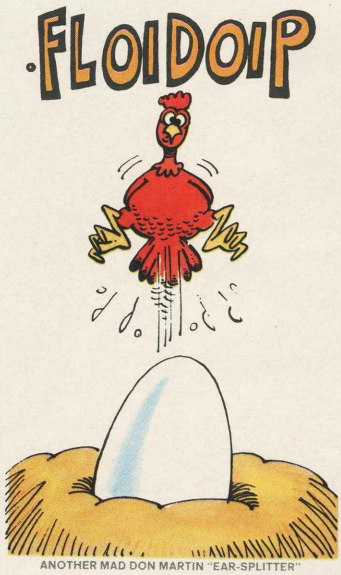
ANOTHER MAD DON MARTIN "NOISE-MAKER"



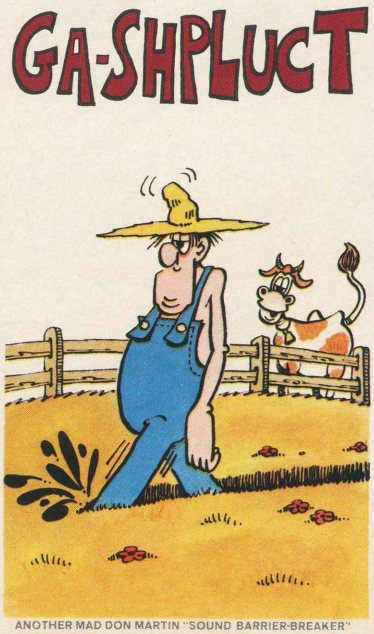
ANOTHER MAD DON MARTIN "SOUND BARRIER-BREAKER"



ANOTHER MAD DON MARTIN "NOISE-MAKER"

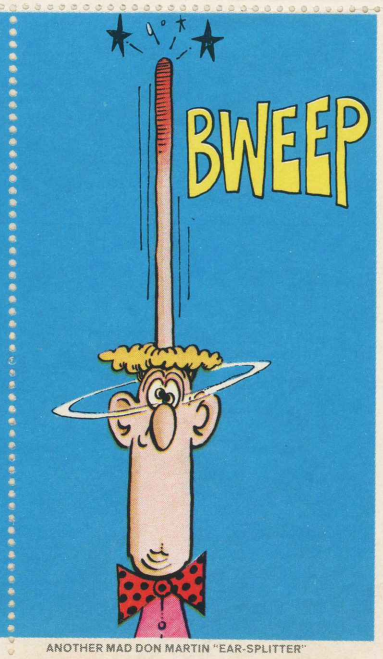


ANOTHER MAD DON MARTIN "EAR-SPLITTER"



ANOTHER MAD DON MARTIN "SOUND BARRIER-BREAKER"

ANOTHER MAD DON MARTIN "NOISE-MAKER"



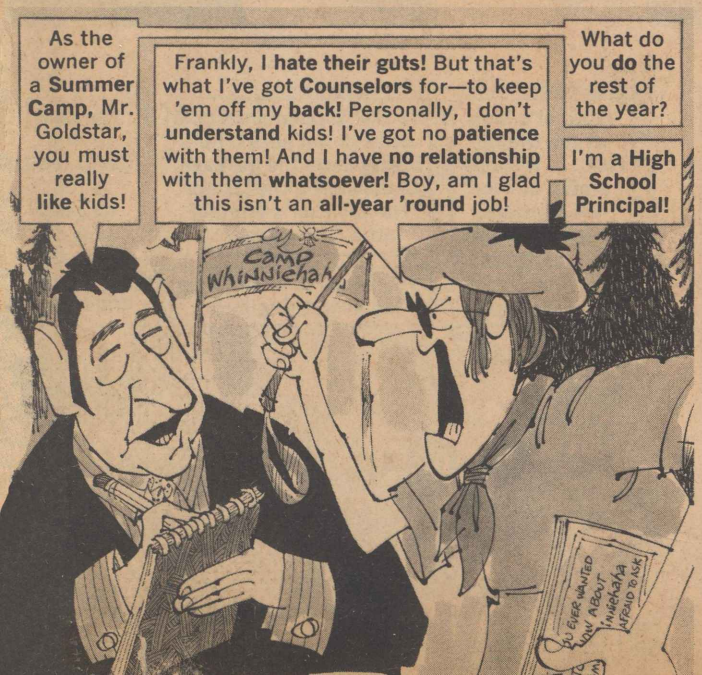
ANOTHER MAD DON MARTIN "EAR-SPLITTER"

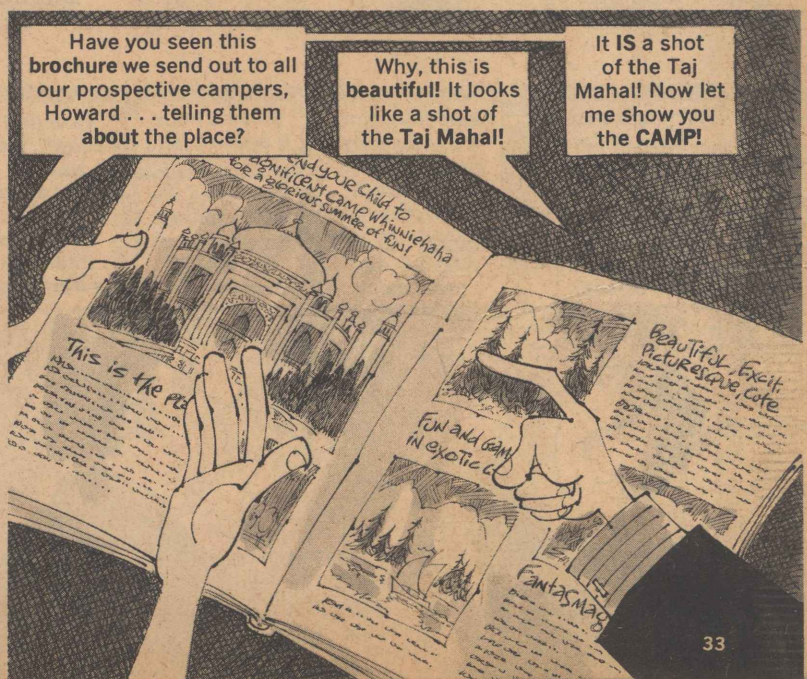
BUNK DEALERS DEPT.

Hello! I'm **Howard Excell!** Every so often, MAD Magazine selects famous TV interviewers to speak to important business or professional leaders in various fields. Well, this issue, **I lose!** So join me now as I interview **Mr. Sidney Goldstar,** who has just been chosen . . .

MAD'S SUMMER CAMP OWNER OF THE YEAR

ARTIST: PAUL COKER, JR. WRITER: LARRY SIEGEL





This is the **Camp?!?** But this place doesn't look at **ALL** like the picture in the **brochure!**

Of course, not, Silly! After all, there's only **ONE** Taj Mahal!

But that's outright **false representation!!** What happens when the Parents come up to camp on **Visiting Day?** This must be the biggest shock of their lives!

The **second** biggest!

The . . . **SECOND?!?** But **what** could look more broken-down and horrible than this . . . this **Camp?!**

The CAMPERS! Twenty pounds underweight! Covered with poison ivy! You talk about **shock?!?** Boy, I'm glad **I** don't have to go **near** them!

What do you say we drive back to the **city** and meet the new Campers at the **Bus Terminal!** The Camp Season **begins** today!

Look at them, Howard! A sea of **shining, eager faces** . . . ready for a **whole Summer** of **wild adventure** without a **worry** or a **care** in the **world!**

Why, those kids look **miserable** to me! Most of them are **crying!**

Who's talking about the **kids?!** I mean the **Parents!** They're gonna have a **ball** with those brats off their backs!

There are some of my **Counselors,** Howard!

Okay, you Counselors! Get the **baggage** on board! Round up the **kids!** Take **roll-call!** Lead them in **song!** Keep them **amused!** Take them to their **bunks** when we arrive! Help them **undress!** Then, **lights out at 9:00!!**

What do you **pay** your Counselors, Mr. Goldstar?

Who pays them!?! If they're **lucky,** they'll pick up **tips!** But why think about **money** when they're here to have **FUN?!?**

Well, here we are . . . back in Camp, Howard! This is a **typical Bunk!**

Look at the **water** pouring down from the **ceiling!**

Aside from that, it's really **very comfortable** in here! **Except** when it **rains!**

You can say **that** again!

So let's hope it **doesn't rain!**

You mean it's **NOT raining?!** So where's all the **WATER** coming from?!

How do **I** know!? You want to know about **leaking water**—go interview a **Plumber!**

Now let's look at the **Dining Hall** . . . *Whoops!* Watch out for the **Garbage Truck,** Howard!

Where's **HE** going?

To the **Kitchen entrance!** But I'm not sure if he's **taking away** the **garbage,** or **delivering** the **Dinner!** *Ha-ha!* That's **another** little Camp joke . . .

You seem to have jokes for **everything** here!

You said it! And **Camp food** is the **biggest** joke of them **all!** Come! I'll **show** you!

SANITARY ENGINEERS

Let's see if the kids have **started eating** yet!

Yecch!

Uggh!

I'm getting **sick!**

Gaggh! I'm— **dying!**

Yep! **They started!**

Tell me, Mr. Goldstar . . . why do they always serve such **terrible food** in Summer Camps?

Well, as far as **THIS** Camp is concerned, it's an **old Family Tradition!** It was passed down by my **Father,** and my **Father's Father** before him!

Come to **think** of it, **so** was most of the **food!!**

Well . . . at least **ONE** of the kids here seems to enjoy the food!

WHERE?!? There's always gotta be a **freak** in the crowd!

Him?! Oh, he's got a **package** from **home!** Er—what's he eating?

From what I can **see,** he's finishing the **string,** and now he's sucking on the **stamps!**

A **hungry bugger,** eh? Well, that just shows you what **outdoor life** can **do** for you!

I've noticed that the kids here are **very well-behaved!** How do you **discipline** them?

Well, Howard, we **don't believe** in **punishment!** Instead, we use **rewards!**

In other words, if they **behave,** they get to see a **movie?**

No, if they **behave,** they get to go to bed **without** any **supper!**

And this is **Lake Whinniehaha** . . . our beautiful Camp lake!

You . . . you call this **rotten little water-hole** a **"LAKE"!?**

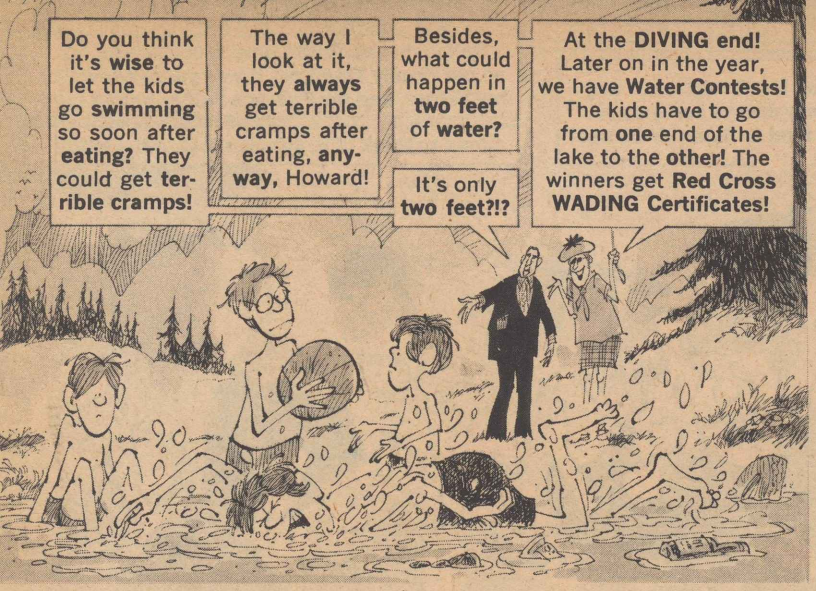
Well, actually it's a **Man-made** lake!

You mean that you **excavated** it . . . **paved** the **bottom** . . . and **filled** it with **water?!?**

Not quite! See, what happened was . . . my **wife** accidentally drove the **station wagon** into a large **gopher hole** and broke open a **sewer pipe!**

So your statement is an out-and-out **LIE,** Mr. Goldstar! This is **NO Man-made lake!**

Okay, so **sue** me! It's a **WOMAN-made lake!!**

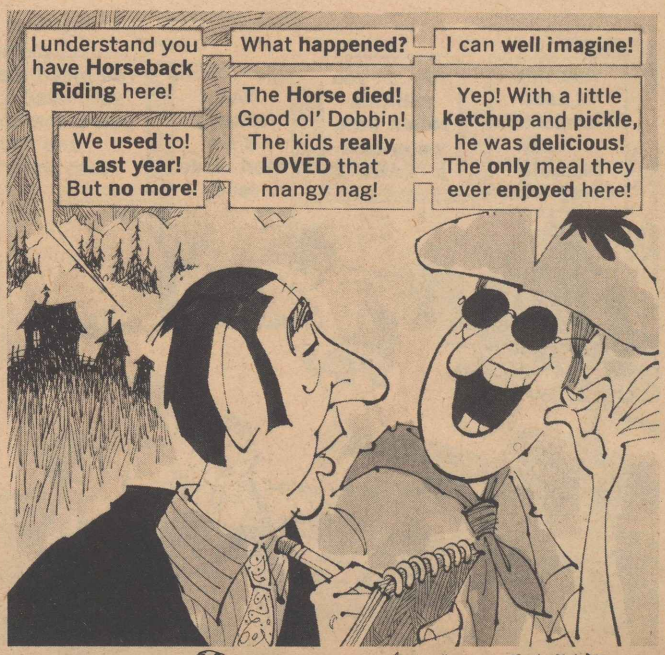

Do you think it's **wise** to let the kids go **swimming** so soon after **eating?** They could get **terrible cramps!**
The way I look at it, they **always** get terrible cramps after eating, **anyway,** Howard!
Besides, what could happen in **two feet** of **water?**
It's only **two feet?!?**
At the **DIVING end!** Later on in the year, we have **Water Contests!** The kids have to go from **one** end of the lake to the **other!** The winners get **Red Cross WADING Certificates!**

The **important** thing, Howard, is to keep the kids **busy . . .** to take their minds off how **bored** they really are!
And that's where **Arts & Crafts** comes in?!?
Yep! That kid's cutting himself some **leather** for a **wallet!** This kid's cutting himself some **wood . . .**
And what is **that** kid doing . . . ?
He's just **cutting himself!**

But with a **little medication** and a **lot of pain,** he'll be as good as **new** in a month or two!
Gee! The poor kid!
Don't feel sorry for him! Look at the **bright** side! The **wound** will take his **mind** off the most **boring** thing of **all** around here!
What's that?
Arts & Crafts!!

We're in **luck,** Howard! There's a **baseball game** in progress on **Camp Whinnie-haha Field!**
You should have seen it **BEFORE** we had it leveled! But the kids have **fun** playing here! Why, last year, we had a **Center Fielder** who was a potential **Major Leaguer!**
You call that **mess a baseball field?!?**
What **happened** to him . . . ?
He was **carried off** by an **Eagle!**

Uncle Sid! **Uncle Sid!** Jimmy Finster is **LOST!!**
Oh, my God . . . **another Eagle!**
No . . . he was playing Right Field . . . and he—he just **disappeared!**
Okay, send out the **Camp St. Bernard** to look for him!
We can't! We sent out the Camp St. Bernard to look for our **LEFT Fielder!**
Y-you mean **Tommy Gink** is lost, **too?!?**
So's the St. Bernard!


I understand you have **Horseback Riding** here!
We used to! **Last year!** But **no more!**
What happened?
The **Horse died!** Good ol' Dobbin! The kids **really LOVED** that mangy nag!
I can **well imagine!**
Yep! With a little **ketchup** and **pickle,** he was **delicious!** The **only** meal they ever **enjoyed** here!

I must say, this place is not exactly the height of luxury!
What do you EXPECT for a hundred smackers a week?!?
It costs those kids a hundred a week?! For that food?! For those leaky cabins?!?
They don't sleep in those cabins every night! Take this group! Tonight, they sleep in a place that's not nearly so damp!
Oh? And where's that?
Out in the woods! Shall we go along with them on their overnight hike?
I guess a little hike won't hurt us!
Howard, THEY hike! We drive!
Let's go, you *¢%$#!'s! Snap to it! Look alive out there! Close ranks! Any of you *&%$#!#$'s fall down, you crawl the rest of the way on your *&¢%$#! hands and knees!
Ha-ha, forgive me, Howard, I sort of got carried away ever since I saw "Patton"!
Well, here we are in the great outdoors! This is the life, eh, Howard? Sitting around a blazing campfire, toasting marshmallows!
I'm cold!
I'm tired!
I'm lonely!
I'm sick!
Gee, I feel sorry for those kids!
They'll shut up in a minute, just as soon as they get something to eat!
How can you be so sure?
Did YOU ever try talking with hot, gooey marshmallows in your mouth?!?
There's nothing like the haunting romantic sounds of the forest at night, eh, Howard? Listen to the wind in the trees, the crickets chirping, the owls hooting, the snakes rustling, the terrified kids whimpering in cold fear . . .
Where do WE sleep, Mr. Goldstar?
Back at Camp, you Ninny! If you think I'm going to hang around this JUNGLE for one more minute, you are NUTS!!
Here they come . . . Whinnie—haha's Hikers . . . returning from the woods!
They look more like Napoleon's Army . . . retreating from Moscow!
I hope the Camp Dispensary is well-stocked with supplies!
We don't stint in that area! We have what every Camp Dispensary has: 27 bottles of Aspirin, and 18 bottles of Calamine Lotion!
What about Medical Equipment?!?
Oh, yes . . . ! And one Rectal Thermometer!

I was bitten by a **big black poisonous snake,** Mr. Goldstar, and I'm gonna **die!**

Sorry! We've got nothing for **that!**

We can't help you!

I sprained my back tripping over a **Skunk!**

I broke three toes running from a **Mountain Lion!**

We can't help **you either!** Look, kids, all we've got here is **Calamine Lotion** and **Aspirin!**

I've got **poison ivy,** and I've got a **terrible headache** from **worrying** about it!

YOU, we can **help!**

Mr. Goldstar, I can't **stand** it any longer! This is a **terrible place!** The kids live in **misery!** I'm **leaving!**

Relax, Howard! You're getting **overwrought!** Look, I'll tell you what! Why don't you come over to **my Bunk** on the other side of the Camp, and we'll have a little **drink!** You'll **feel better!**

O.K., but **then** I'm leaving!

Well . . . how do you **like** it, Howard?

THIS . . . is your BUNK?!?

That's **right!** And this is my wife **Selma,** and these are my **two kids!** Every Summer, I **love** to come out here in the **wilderness,** open up the **Camp,** and **rough it!**

Selma, you wanna turn the **air conditioner** up a bit?

Like I always say, it's good for the **soul** to get out in **God's country** and grapple with the **elements!**

Selma, you wanna turn off the **Stereo . . .** and start my **Sauna Bath . . . ?**

Mr. Goldstar, **how** can you live like **this** while your **Campers** out there live the way **they** do?

Very simple! You charge the Parents a **fortune,** put **nothing** into the **Camp,** invest in **Blue Chips—**

Sidney . . . could I **speak** to you for a moment?

Later, Selma!

Besides, Howard . . . aren't you **exaggerating?** Actually, it's a **healthy, invigorating life** for those youngsters! And it helps them to become **better, self-reliant adult Americans!**

Sidney!

What **IS** it, Selma?

Sidney, you gotta do something about our **kids!** They've been **fighting all day!** I'm **not** gonna have those brats hanging around the **house** and driving me **nuts** all summer!

What do you wanna **DO** with them?!?

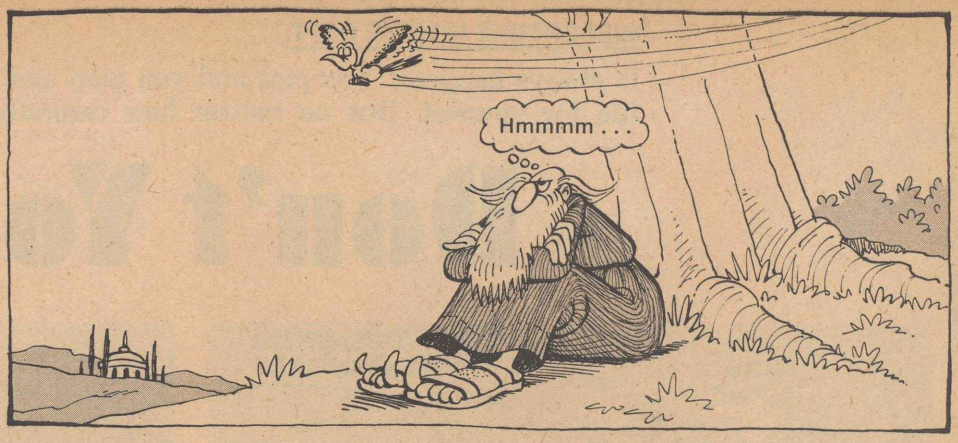
How about sending them to **CAMP?!?**

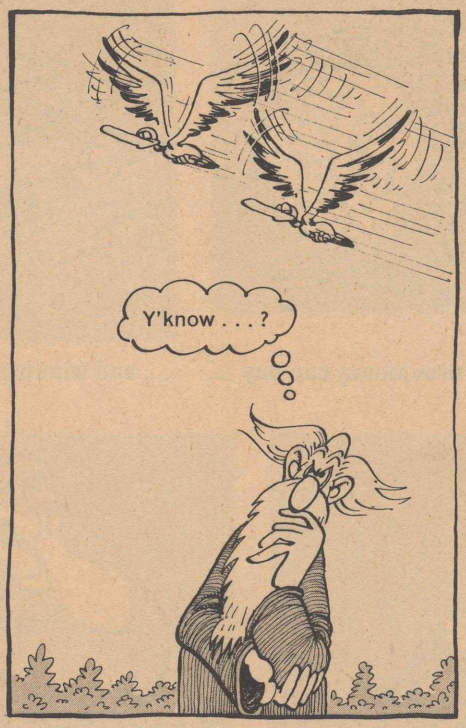
Camp?!? Are you out of your **mind?!?** Send my kids to **Camp?!?** To live like **pigs?!?** Do you know what it's **like** out there? The miserable **food!** The terrible **living conditions!** The unspeakable **filth!** Maybe **YOU** don't love your kids! Maybe **YOU** wanna send them to an early grave! **Not ME!!** Oh, no! I'm **Sidney Goldstar!** I've got a **conscience!** I've got **pride,** and—

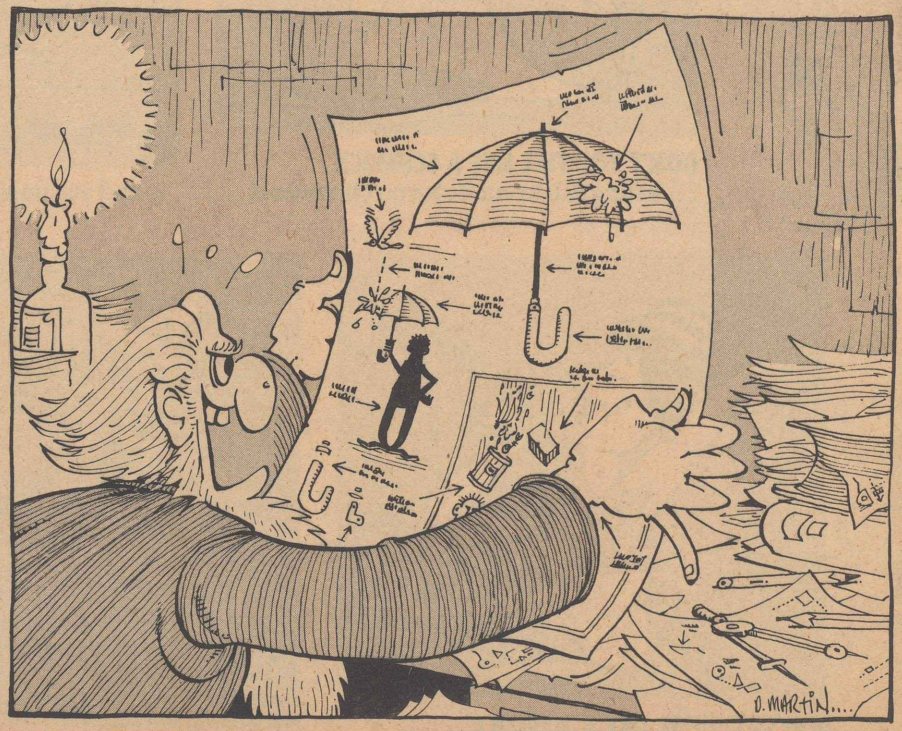
And I'm Howard Excell, and I've got an **upset stomach!** So, back to **MAD!**

DON MARTIN DEPT. PART III

ONE FINE DAY IN THE LIFE OF LEONARDO DA VINCI



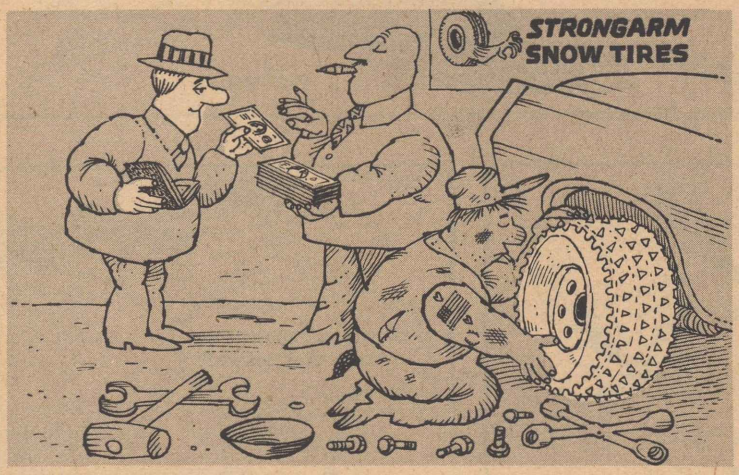




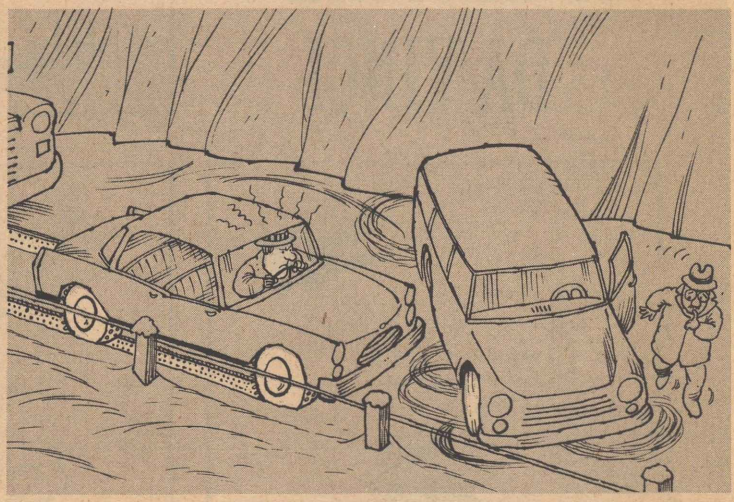
MISFORTUNE KOOKIE DEPT.

It always happens! You plot and you plan and you work to carve out a perfect little life for yourself. But no matter how carefully you look before you leap, and save

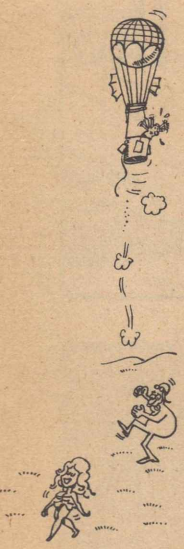
Don't You Feel Li



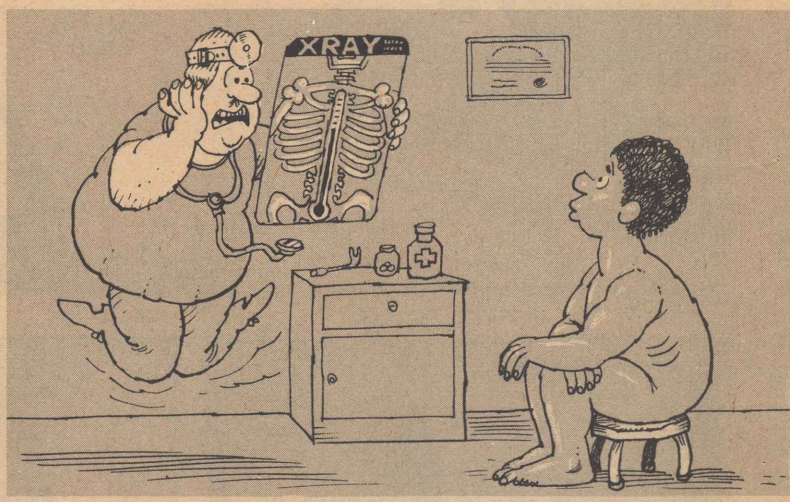
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . preparing for winter with the best snow tires money can buy . . .



. . . and winding up stuck behind a guy who didn't!



DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . eating fish to cut down on cholesterol . . .



. . . and accumulating enough mercury in your system to kill a whale!

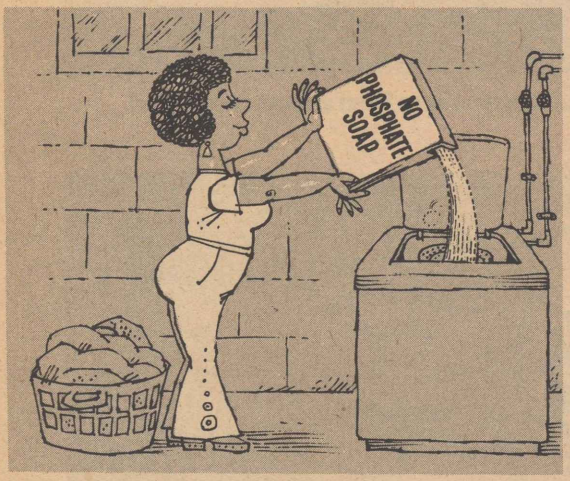
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . putting on an expensive exotic perfume . . .

. . . and the person you're spending the evening with smells like a goat!

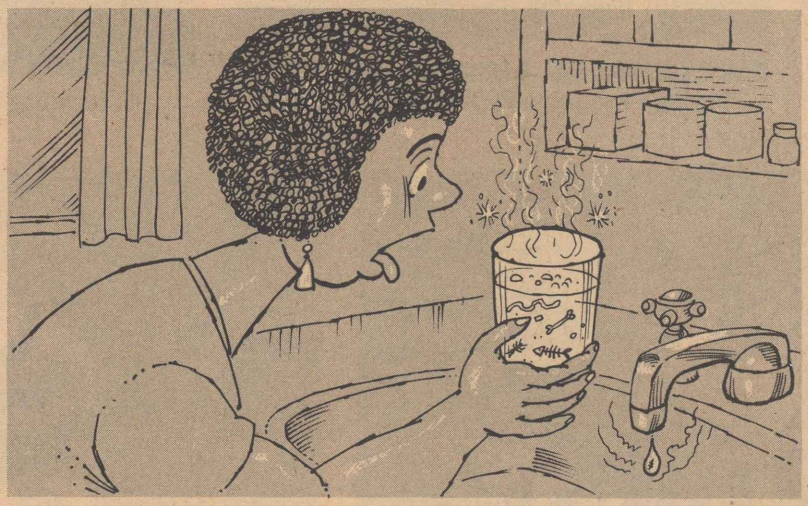
for a rainy day, some event—completely beyond your control—brings the whole scheme tumbling down. And as you sit there in the rubble and ruin of your best-laid plans—

ke A Schmuck?!

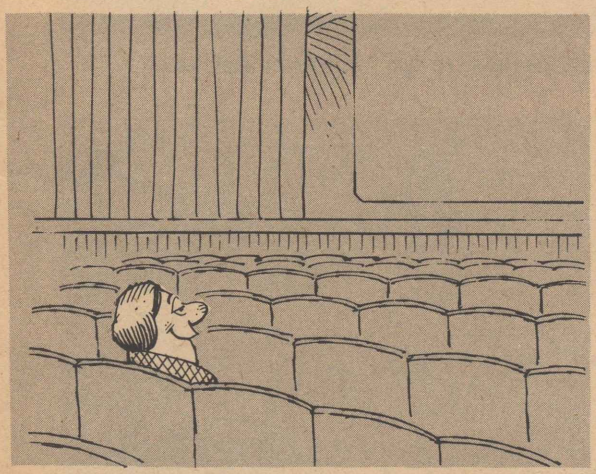
ARTIST & WRITER: AL JAFFEE



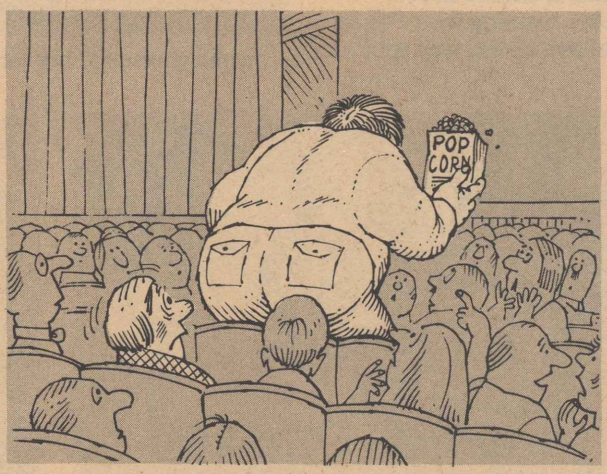
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . obeying your County's anti-pollution laws . . .



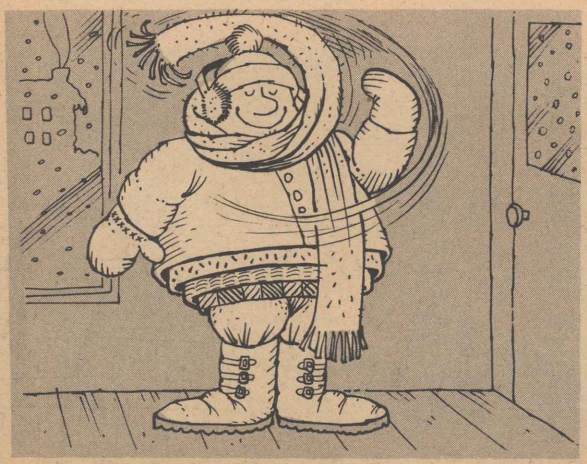
. . . when your water comes from another County with no such laws!



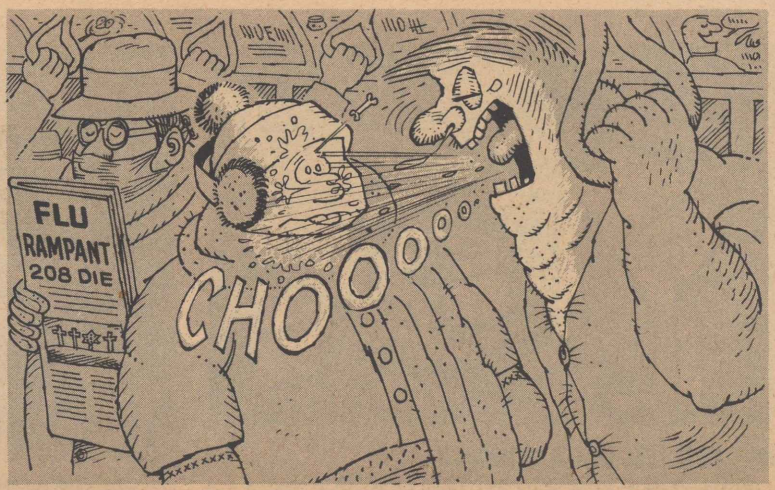
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . getting to the theater early to get a good seat . . .



. . . and at the last minute, an eight-foot giant picks the only empty seat left . . . the one directly in front of you!

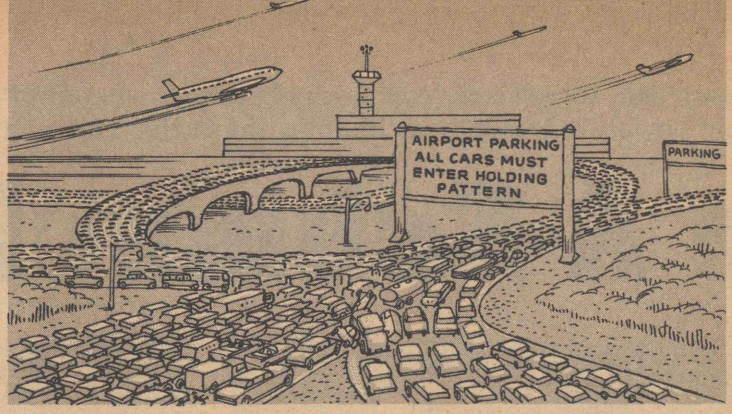


DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . doing all you can do to avoid catching a cold . . .

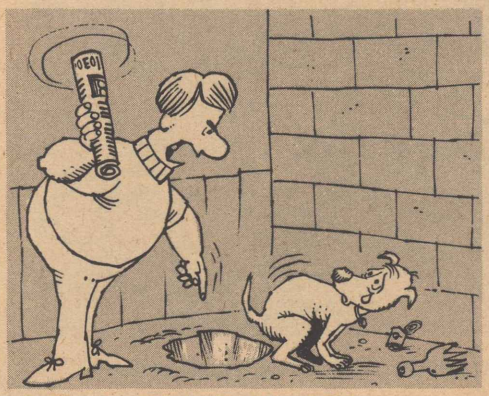


. . . and some careless, sick slob coughs right in your face!

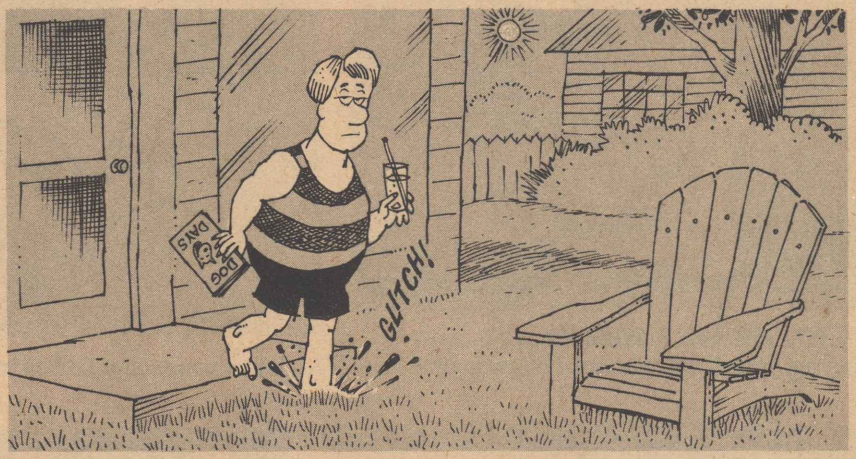
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . paying a fortune to fly in order to save time . . .



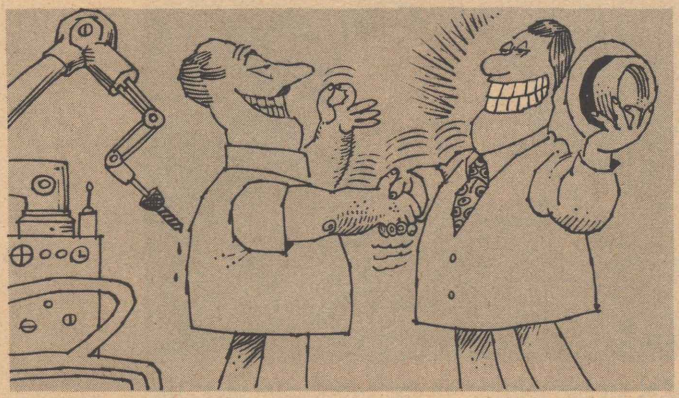
. . . and spending the time you save in an airport traffic jam!



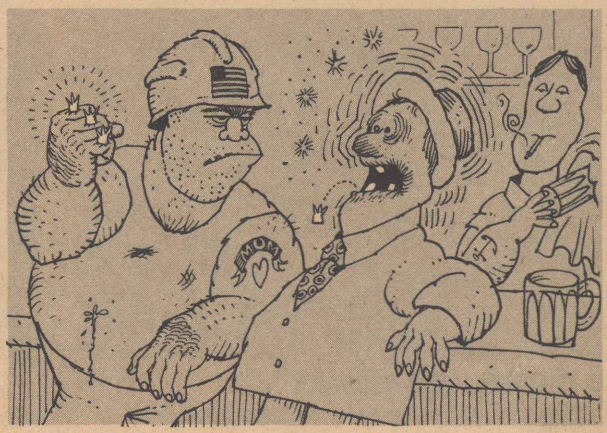
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . spending months, training your dog to "go" in one special out-of-the-way spot . . .



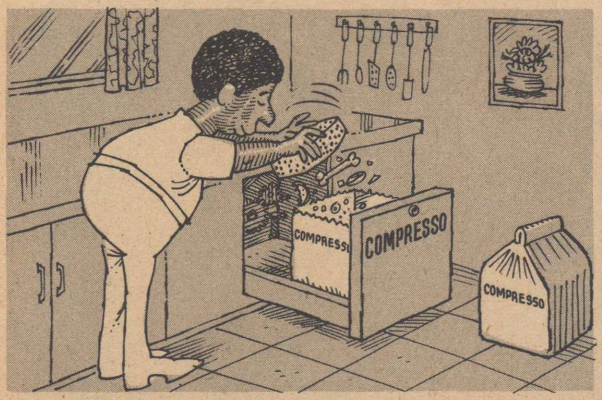
. . . while your neighbor lets his dog loose to "go" wherever it pleases!



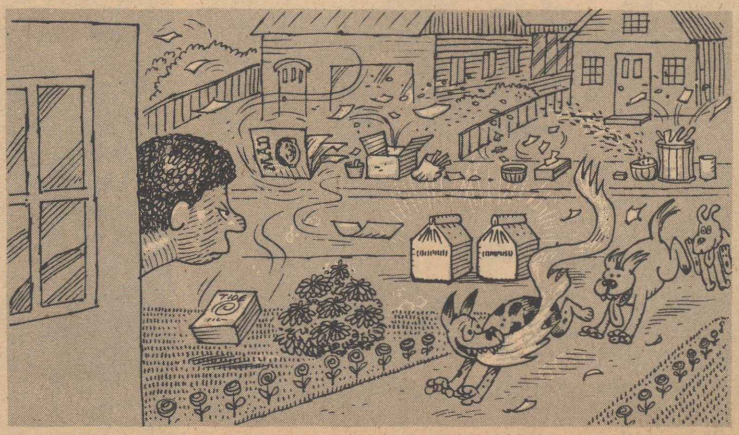
DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . taking perfect care of your teeth for thirty-three years . . .



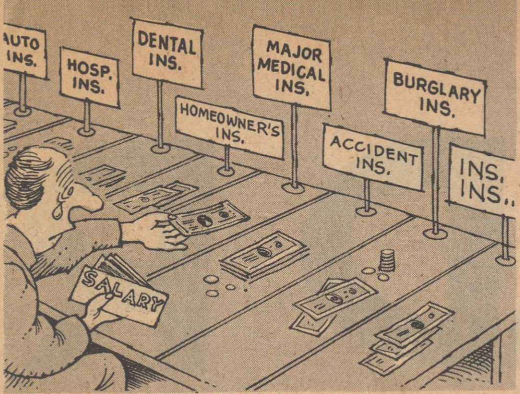
. . . and blowing it all on one stupid barroom argument!

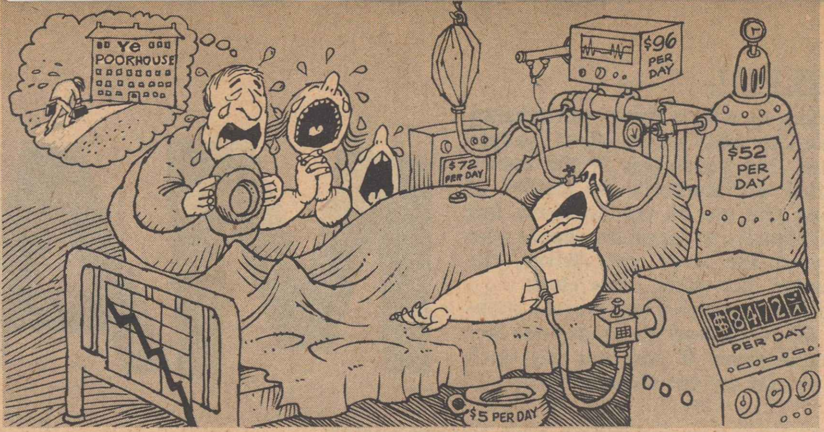


DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . compressing your garbage into neat little packs . . .



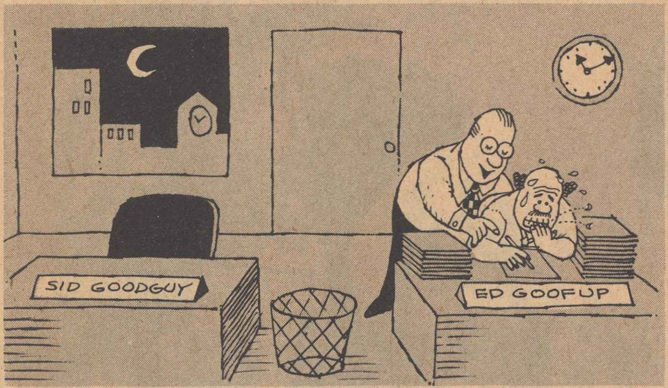
. . . and the neighbors' loose stuff ends up all over your lawn!

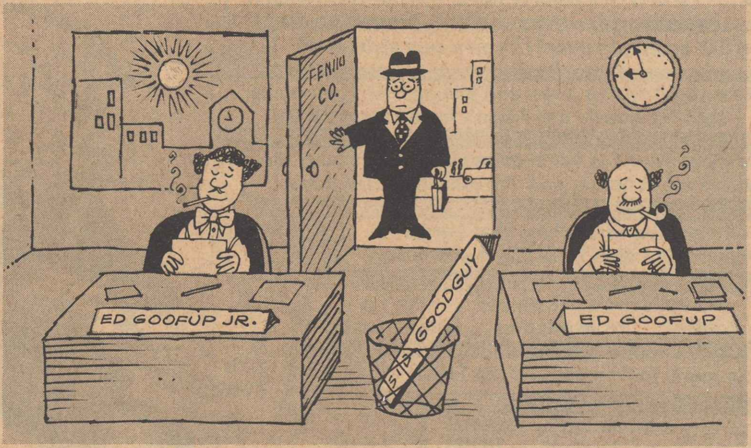




DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . making sure you're insured to the hilt . . .

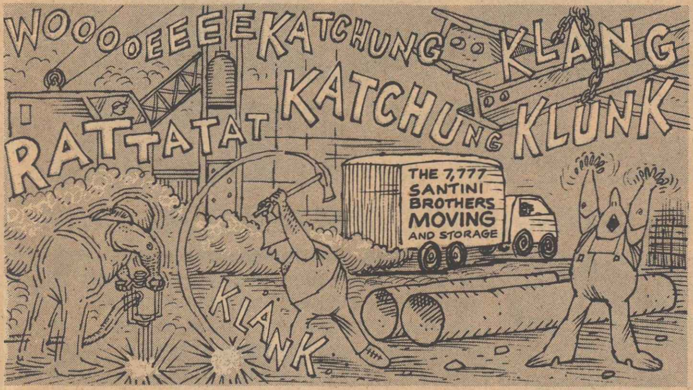
. . . and your *un*insured Mother-in-Law's 14-month illness wipes you out!

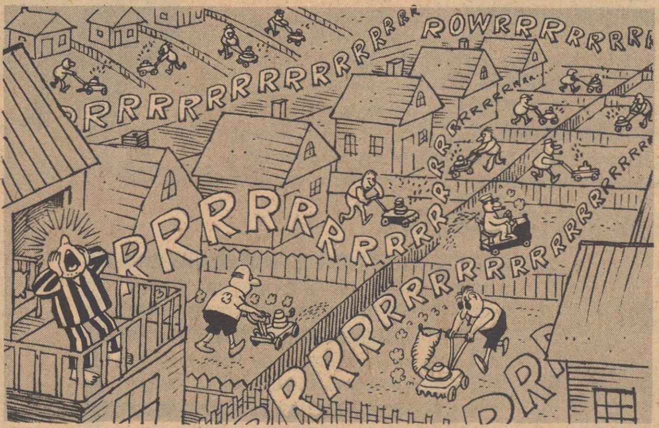




DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . coaching, advising and helping your fellow worker for years, because he's sending his son through college . . .

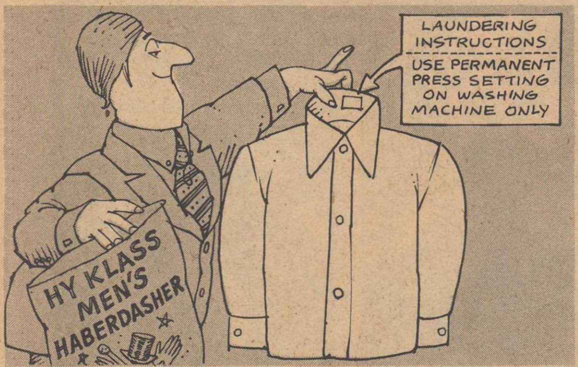
. . . and the kid finally graduates . . . right into your job!

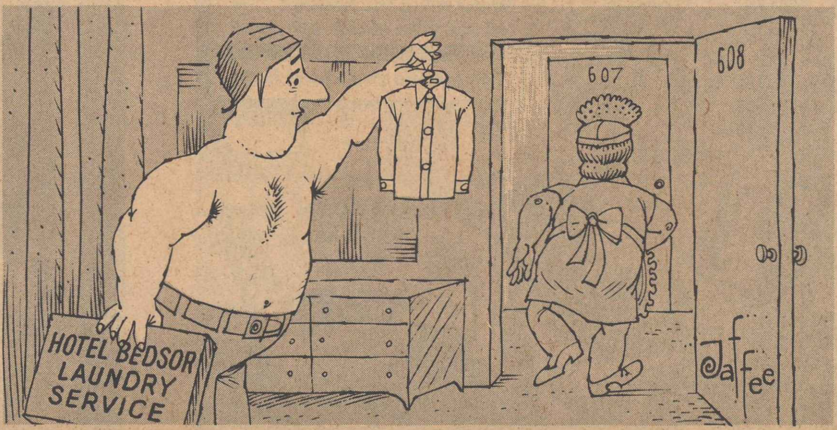




DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . moving to the country to escape the sounds of the city . . .

. . . without first checking out the sounds of the country!





DON'T YOU FEEL LIKE A SCHMUCK . . .
. . . buying a new garment with a special washing instruction label sewn right into the lining . . .

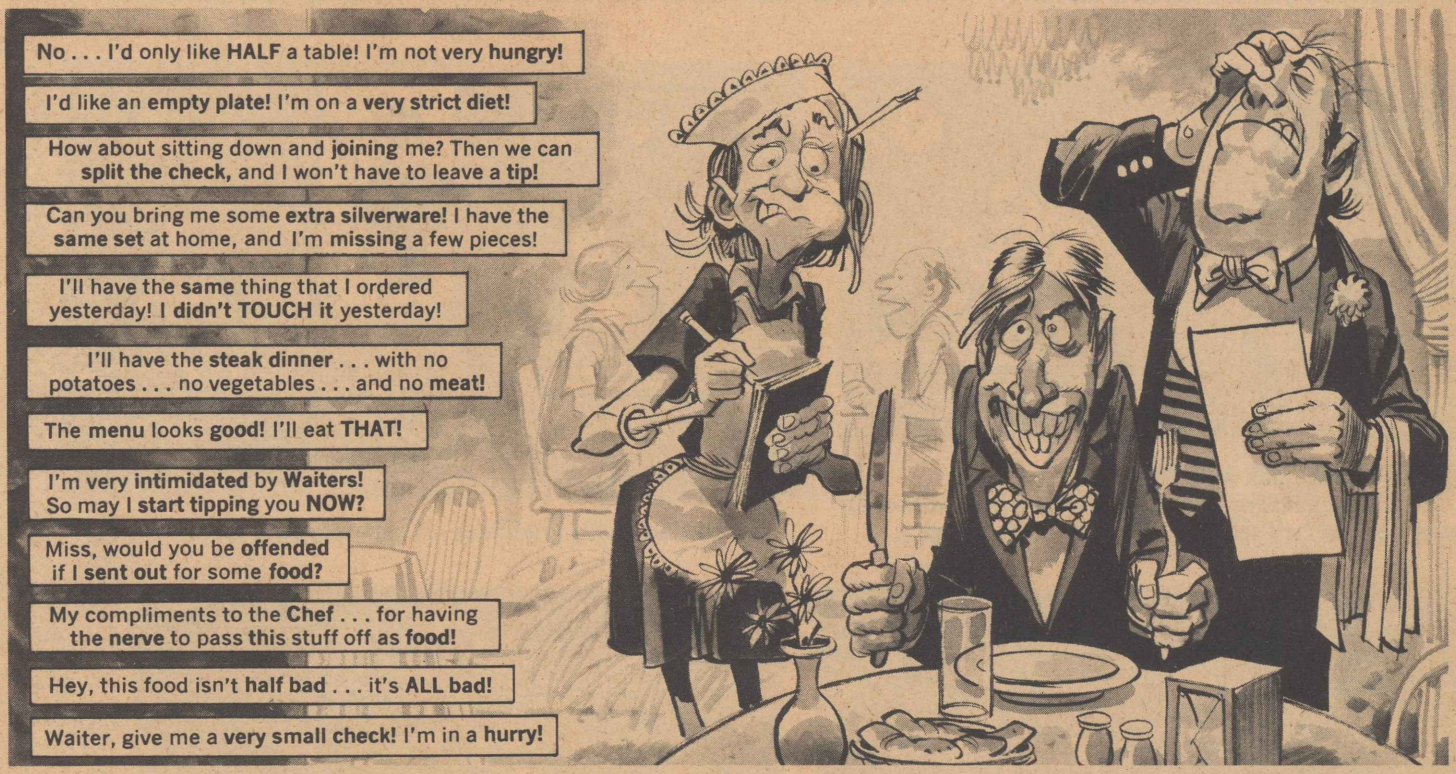
. . . and the first moron who launders it completely ignores the label!

WISE GUIDE DEPT.

MAD has come up with a device to shake up those indifferent and incompetent people you too often find yourselves at the mercy of. It's called a "Rattler". A Rattler is not something you use on the Innocent, but rather as a Defensive Weapon on people who intimidate you: the surly cab driver, the wise-guy waiter, the nasty sales clerk . . . anyone who has developed an inverted snobbery about his work and views anyone less expert as an inferior. If you run into such a person, why not try out some of these . . .

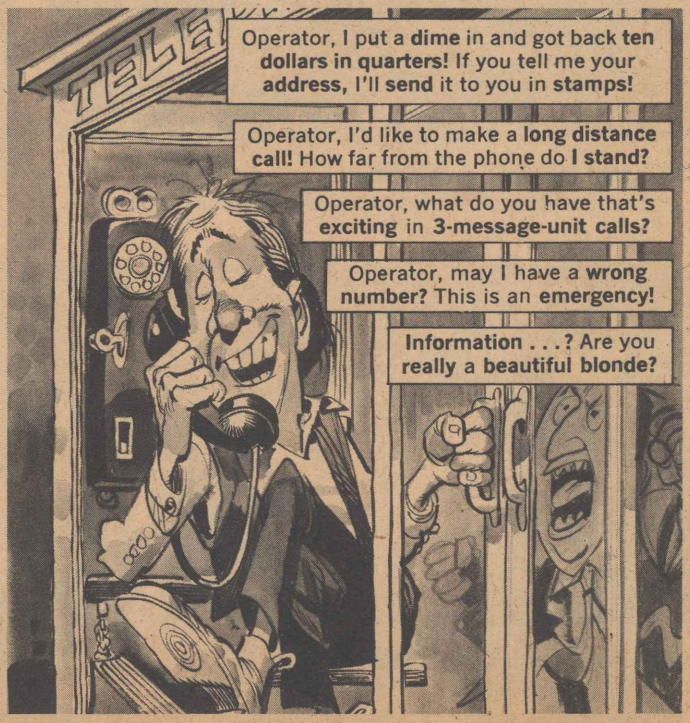
MAD R

. . . FOR SHAKING UP **WAITERS AND WAITRESSES**



. . . FOR SHAKING UP **BARBERS**

. . . FOR SHAKING UP **TELEPHONE OPERATORS**

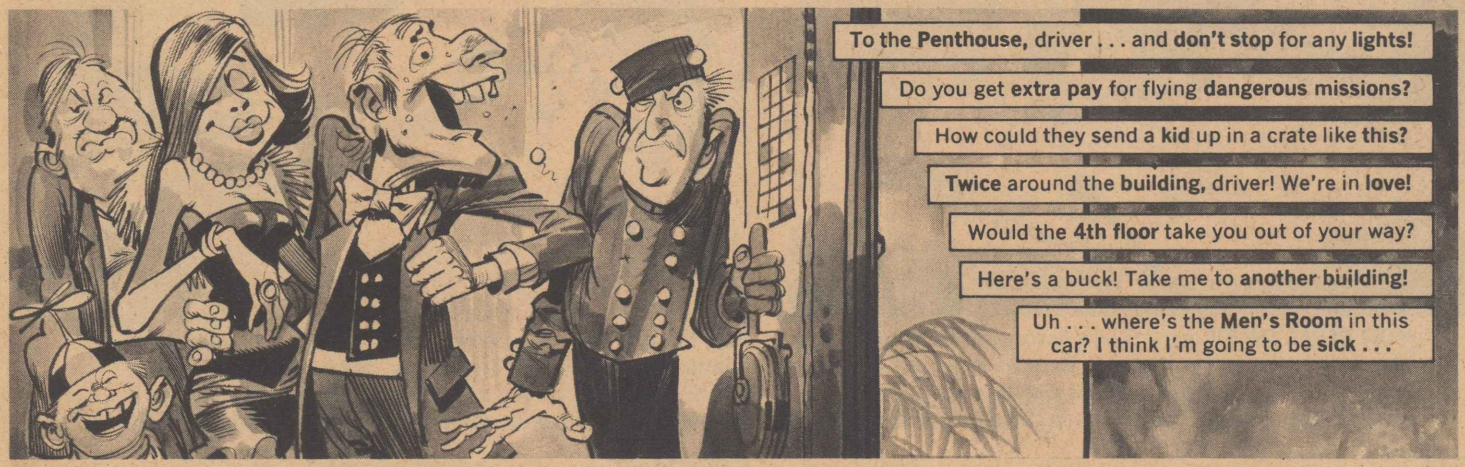


ATTLER'S

ARTIST: JACK DAVIS WRITER: LARRY GORE

...FOR SHAKING UP **SALES HELP**

...FOR SHAKING UP **ELEVATOR OPERATORS**

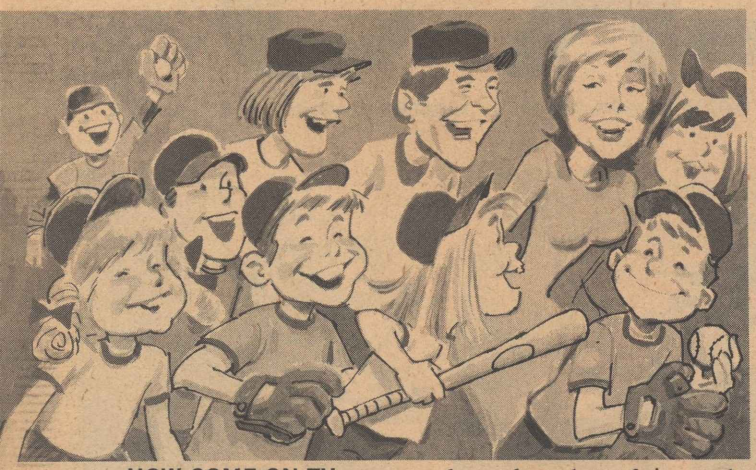


...FOR SHAKING UP **CAB DRIVERS**

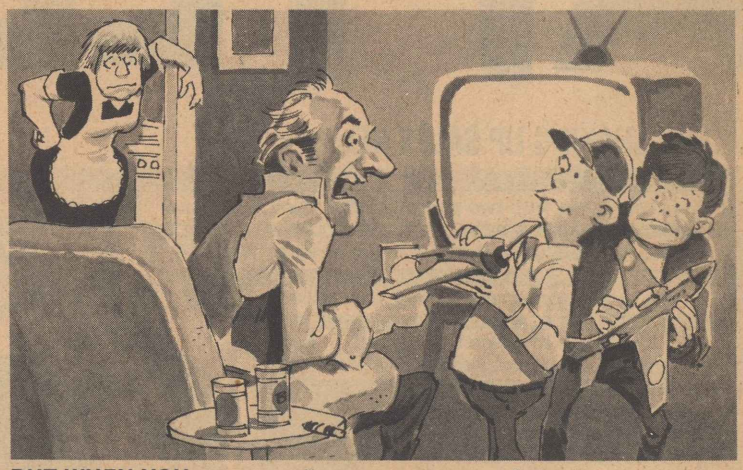
TO TELLY TRUTH DEPT.

HOW COM

ARTIST: JACK RICKARD

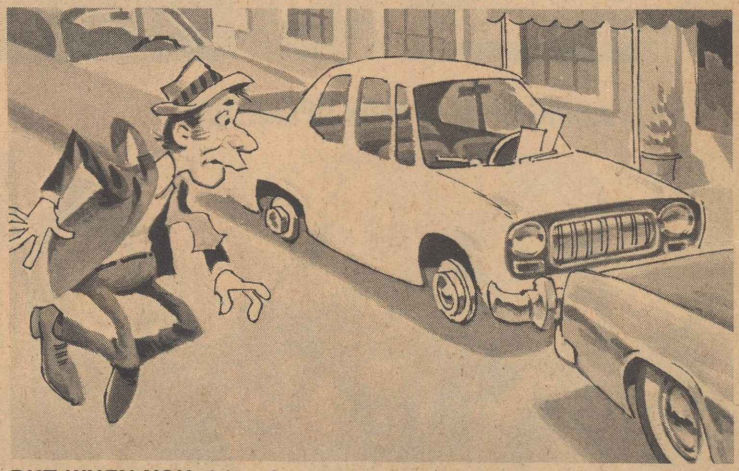


HOW COME ON TV, parents always have lots of time to be with their kids and do things together, and it seems like Dad's never at the office and Mom's never doing housework,

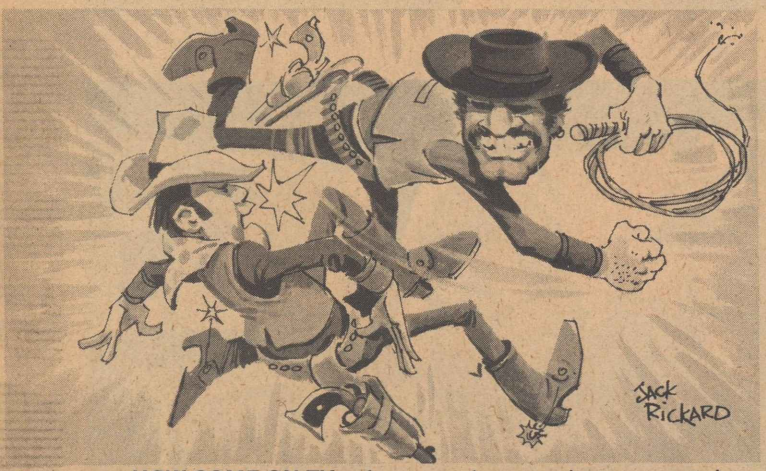


BUT WHEN YOU want to talk to your old man, he's always filling out his Income Tax or paying bills or worse, and Mom has a headache and always wants to go out for dinner!

HOW COME ON TV, private-eye heroes always find parking places right in front of where they have to go, and they never take the car keys, and they always leave things like cameras and guns and valuables in the glove compartment,



BUT WHEN YOU drive downtown, it takes you over forty minutes to finally find a parking place five blocks from where you have to go, and if you're not back in fifteen seconds, you find your car's been stripped and ticketed!



HOW COME ON TV, when a cowboy or private-eye gets into a kicking, gouging and punching fight, he always emerges without a scratch and with all his dazzling teeth intact,

BUT WHEN YOU merely get involved in a friendly argument with the neighborhood bully, you end up with two teeth missing, a nose-bleed, and a black eye that lasts for a month!

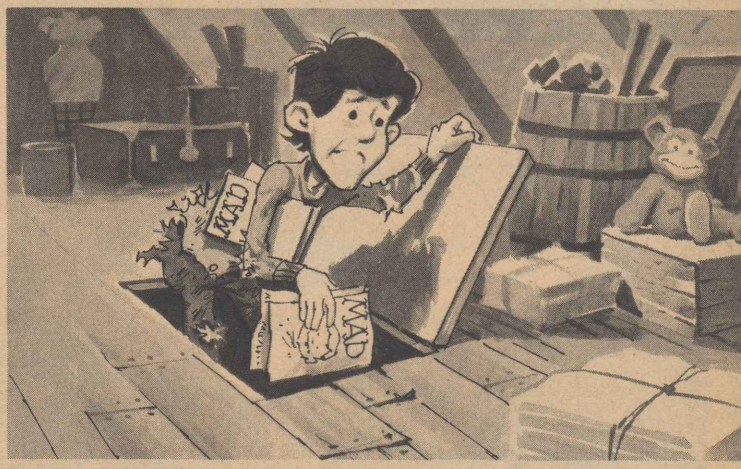
E ON TV...?

WRITER: PAUL PETER PORGES

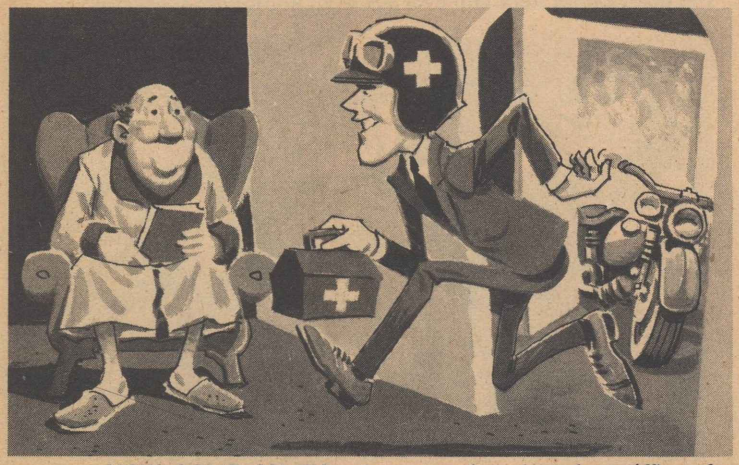
HOW COME ON TV, when a cook prepares a French gourmet meal of Duck a l'Orange with stuffed mushroom caps and Crêpes Suzette, there's never a dirty dish in sight...

BUT WHEN YOU fix yourself a simple snack of ham and eggs, there isn't a clean dish or pot left in the house and the kitchen looks like a hurricane blew through it!

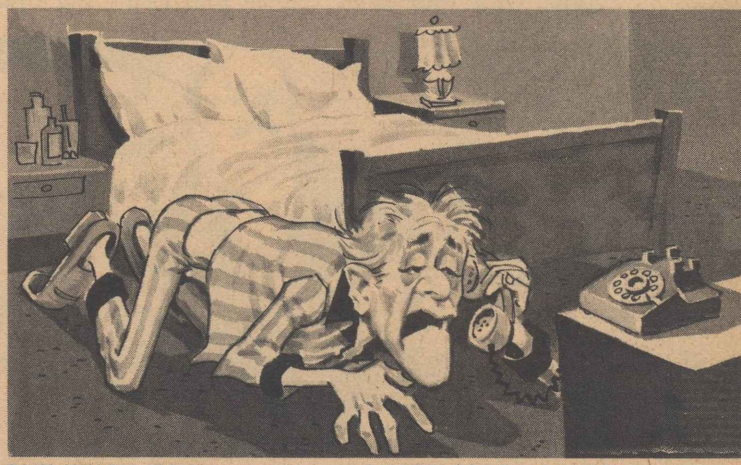
HOW COME ON TV, when the hero is kept prisoner in the bilge of a herring boat for a week and then saves himself by swimming through a two-mile oil slick, he always comes out with his suit looking like it's just been dry cleaned,



BUT WHEN YOU just go up into the attic for ten minutes to look for a back copy of The National Geographic, you always come down needing a shower and a complete change of clothes, and your Mother has mending to do for a week!

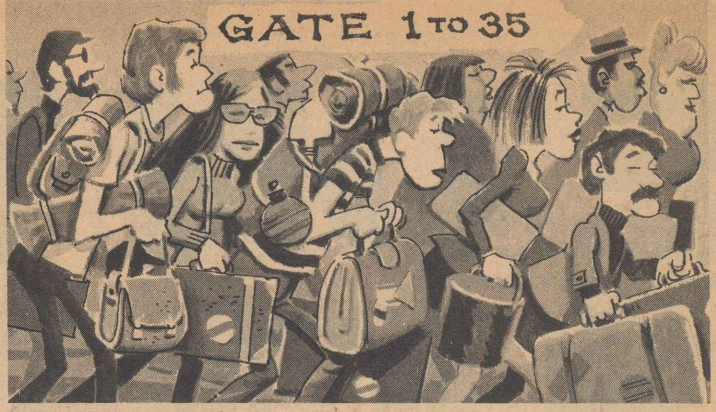


HOW COME ON TV, when a patient has the sniffles, the TV Doctor jumps on his motorcycle and roars right over in the middle of the night because he's really concerned,



BUT WHEN YOU run a fever of 105°, his Service tells you to come in the next morning because she can't disturb the doctor *NOW*... and he never makes house calls anyway!

HOW COME ON TV, commercials for airlines always show carefree, happy people traveling with hardly any luggage,

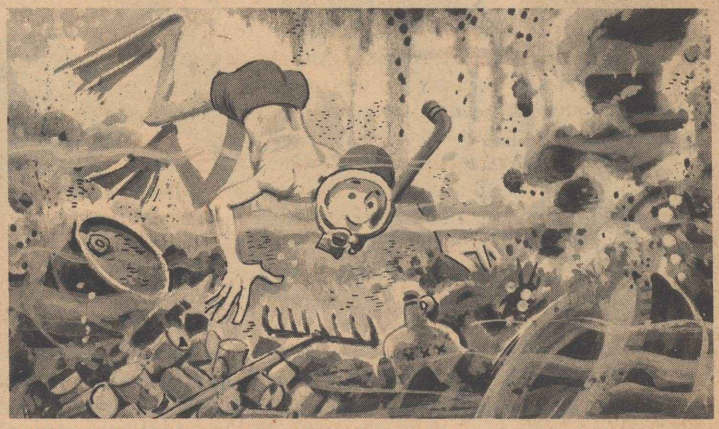


BUT WHEN YOU travel by air, your plane is cancelled or 6 hours late, and they always load at the furthest gate!

HOW COME ON TV, drunks are always portrayed as charming, cute, elegant people who are fun to watch and listen to,

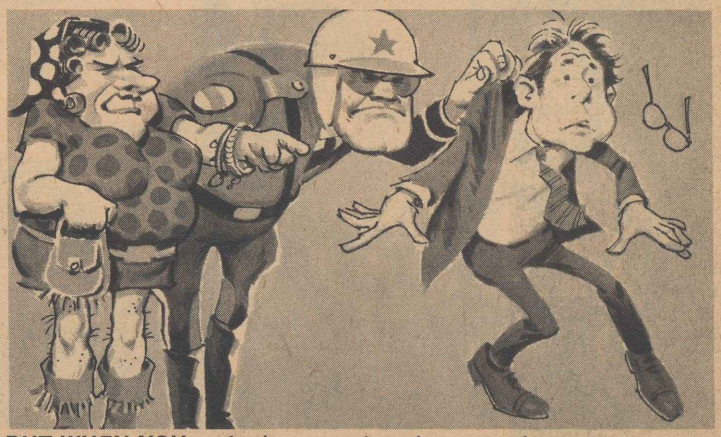
BUT WHEN YOU run into a drunk, he's usually obnoxious, he always reeks, and he invariably throws up all over you!

HOW COME ON TV, underwater shots are always where it's crystal clear with exotic colored fish, plants and coral,



BUT WHEN YOU go snorkeling in the muddy waters near you the most exotic item you ever see is an aluminum Cola can.

HOW COME ON TV, the sexy, gorgeous girl usually talks to the fellow first, and she always invites him up to her apartment for a home-cooked meal...or a drink...or...



BUT WHEN YOU make just one sly, witty remark to some ugly girl on the street, she immediately screams for the cops and has you arrested for making a lewd suggestion!

THERE'S BULL IN THEM BULLETINS DEPT.

Here we go with another vital MAD Public Service Feature . . . this one designed to instruct you in the tricky art of

INTERPRETING THE NEWS

WRITER: GARY ALEXANDER

WHAT THEY SAY...	WHAT IT MEANS...
. . . today, a White House spokesman revealed . . .	. . . today, a White House spokesman finally revealed what everybody else already knew . . .
. . . first reports had indicated . . .	. . . first reports were all wrong . . .
. . . and after a long investigation . . .	. . . a Stoolie finally came through . . .
. . . vows to remain on the job . . .	. . . everybody wants him off the job . . .
. . . a relentless effort will be made to find the killer . . .	. . . there's no chance of ever finding the killer . . .
. . . has offered no comment . . .	. . . is too embarrassed to comment . . .
. . . surveillance has been increased . . .	. . . they still haven't found anything . . .
. . . but terms of the contract have not been disclosed . . .	. . . the Rank and File will get the short end again . . .
. . . are calling the blaze suspicious . . .	. . . looks like the Arsonist got away . . .
. . . has introduced a bill into Congress which would effect far-reaching reforms . . .	. . . the Congress will defeat a bill which would have effected far-reaching reforms . . .
. . . faces a maximum penalty of 20 years in prison . . .	. . . will get 6 months, with a suspended sentence . . .
. . . who has his eye on the Gubernatorial contest . . .	. . . who's been making deals like crazy for months . . .
. . . and it is alleged by an unidentified source . . .	. . . somebody's trying to get somebody into trouble . . .
. . . is leaving his post to devote more time to his family . . .	. . . was fired . . .
. . . in a surprise statement . . .	. . . in a statement he was warned not to make . . .

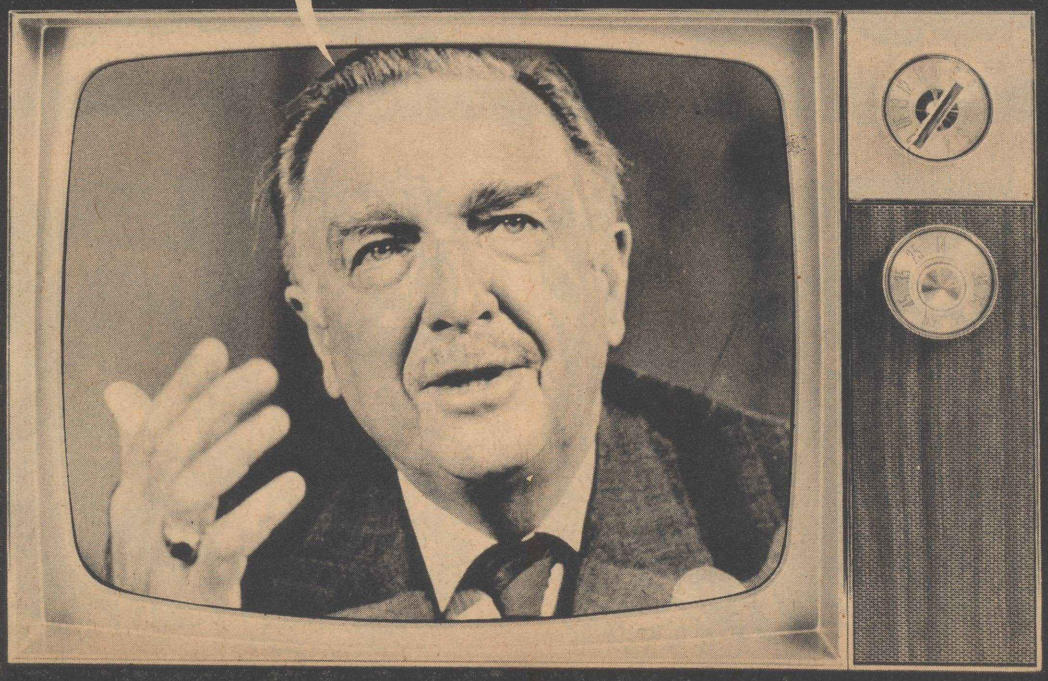
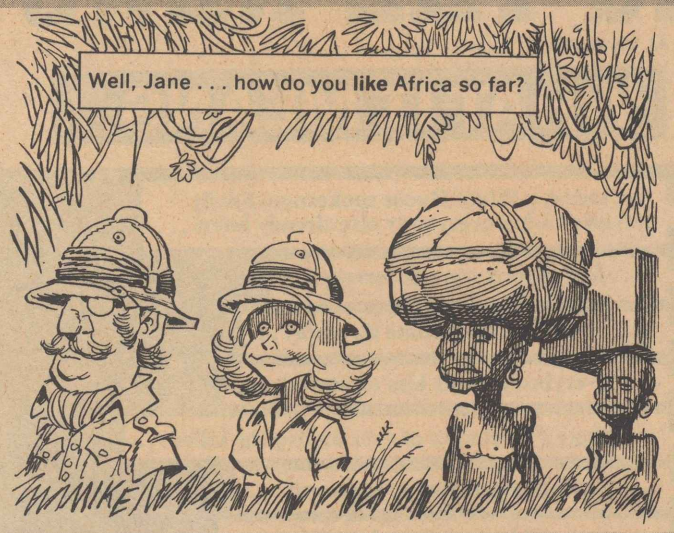


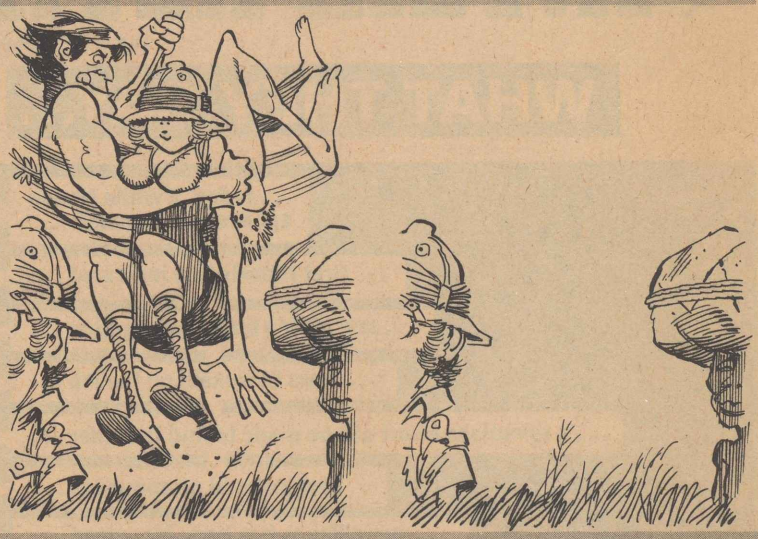
PHOTO BY: UPI

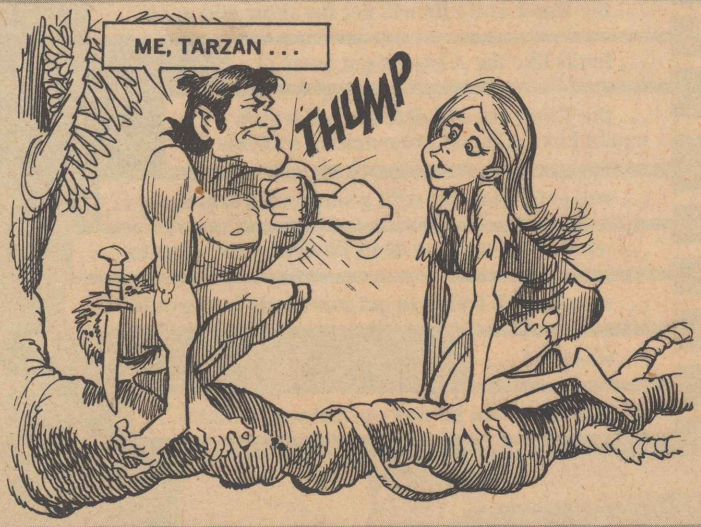
LORD OF THE BUNGLE DEPT.

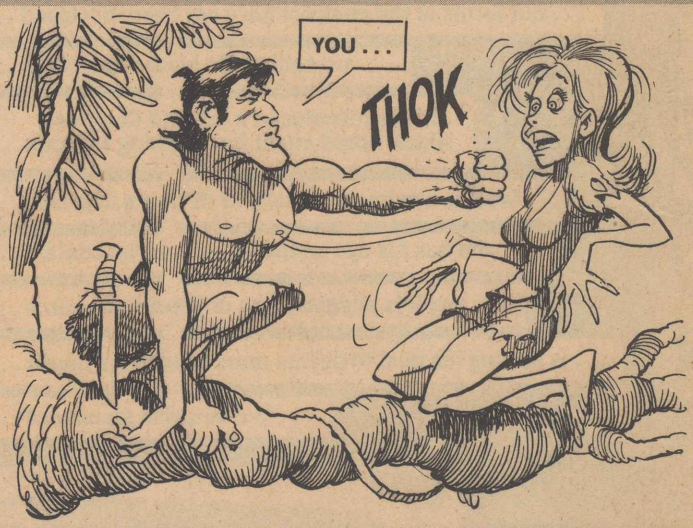
A MAD LOOK

ARTIST: JACK DAVIS



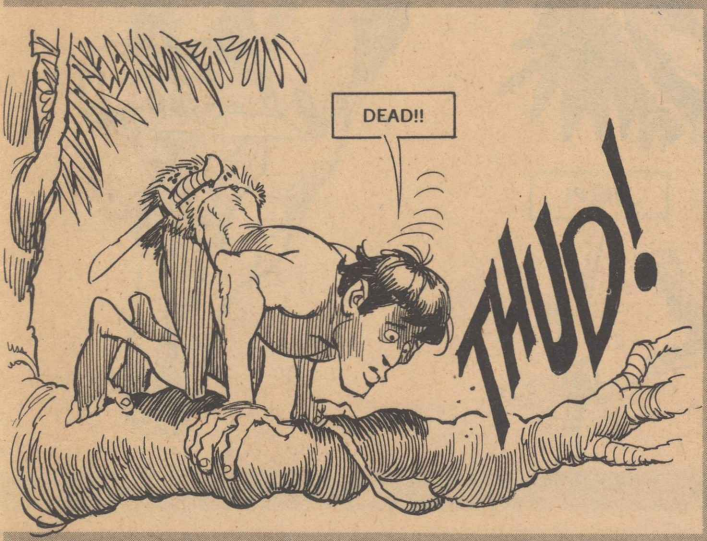


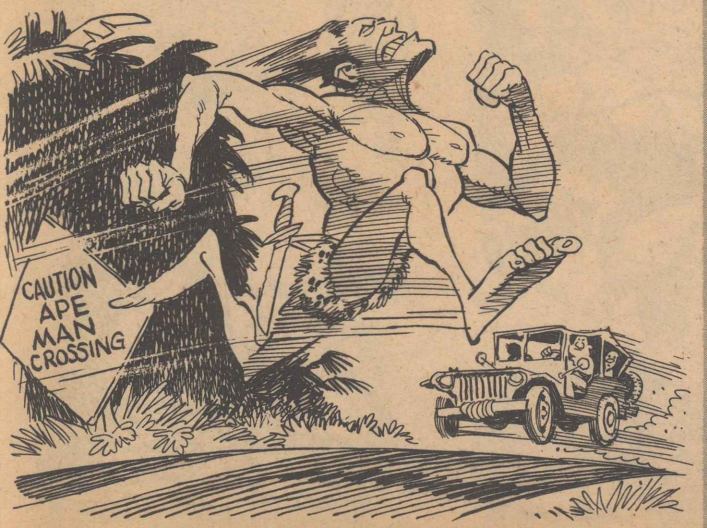


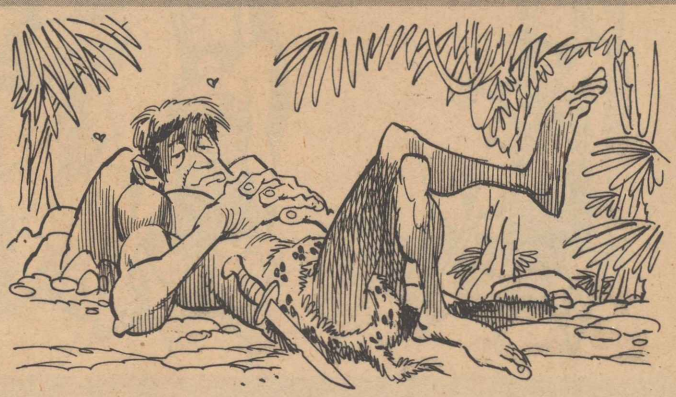


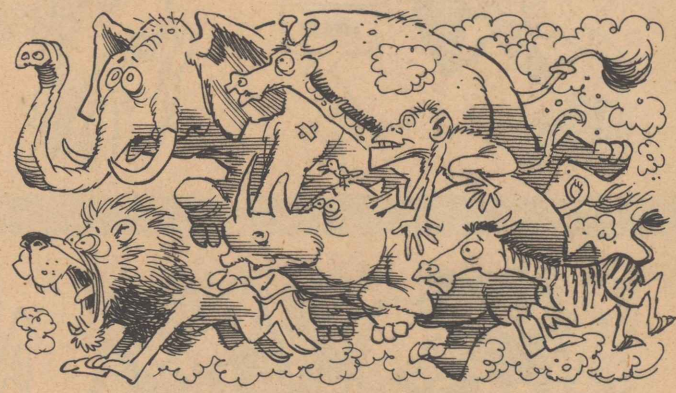
AT TARZAN

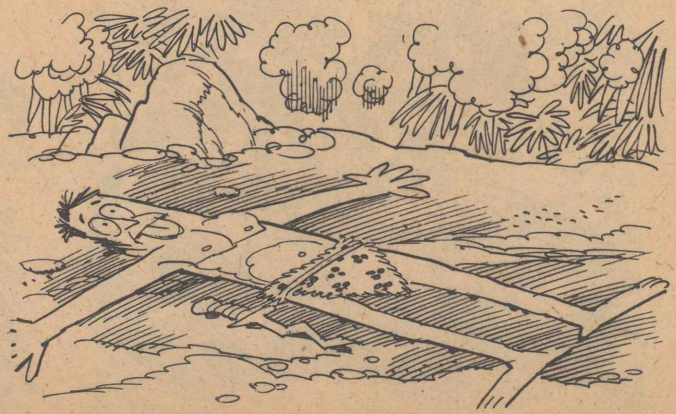
WRITER: DON EDWING

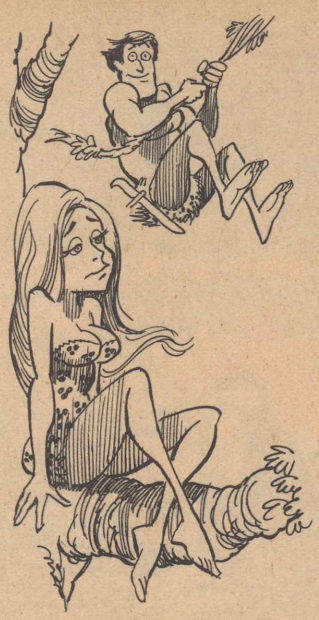


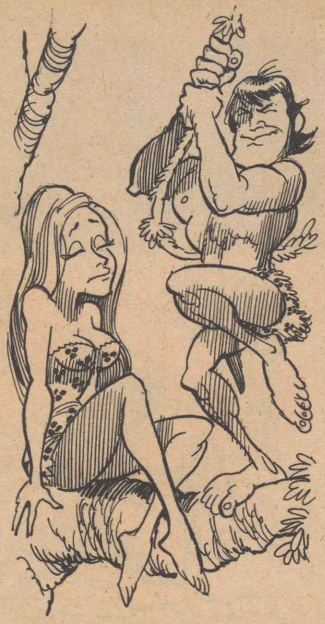


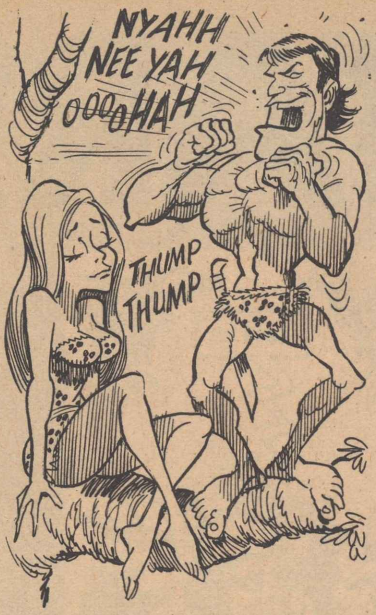










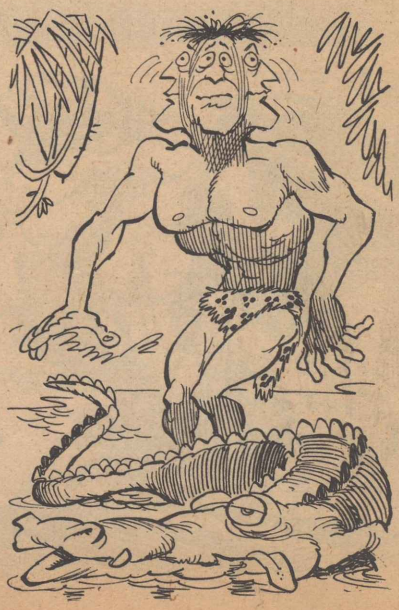

NYAHH
NEE YAH
OOO-OHAH
THUMP
THUMP

HELP!

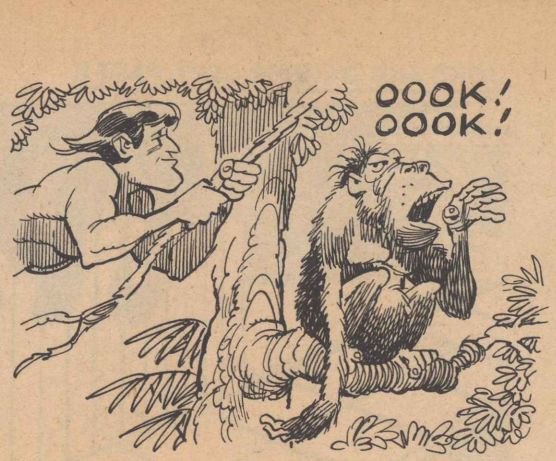
HELP!

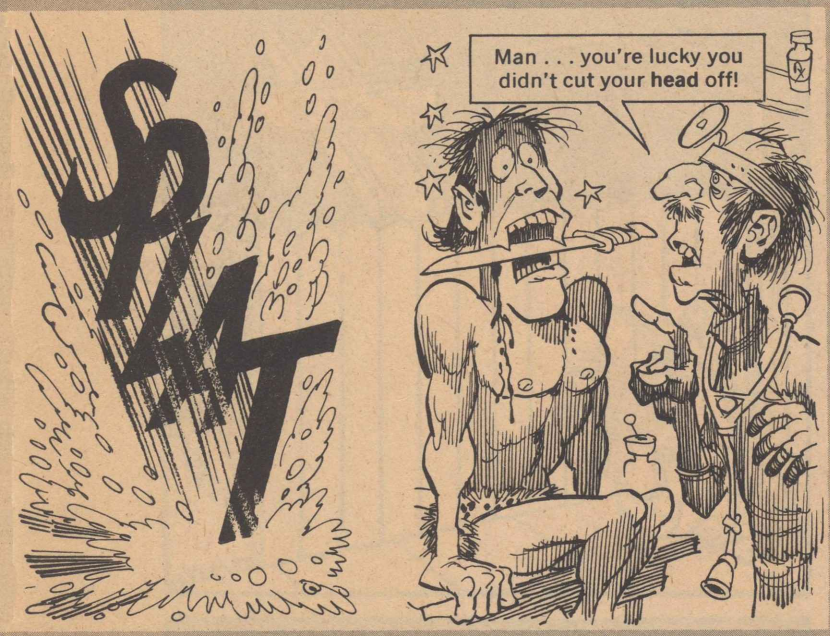
CRACK

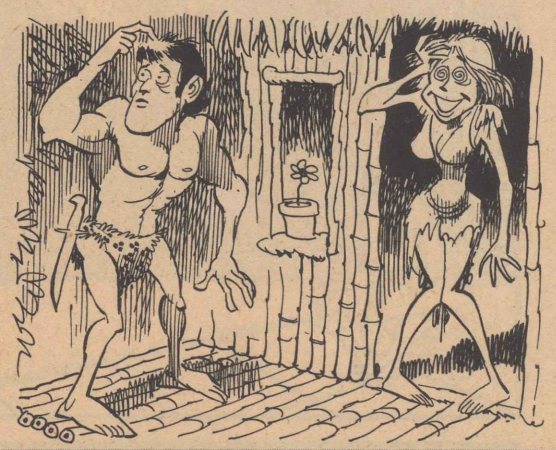
AAEEOOO
DUNKA THUMP
THUMP

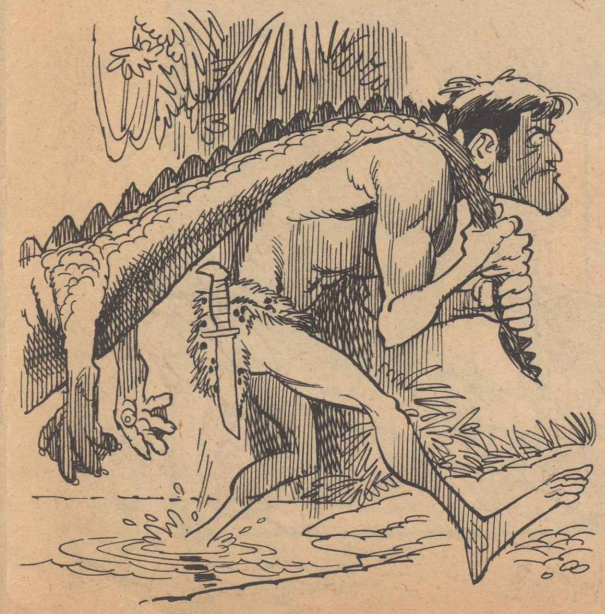


NYAH
OOHA


OOOK!
OOOK!

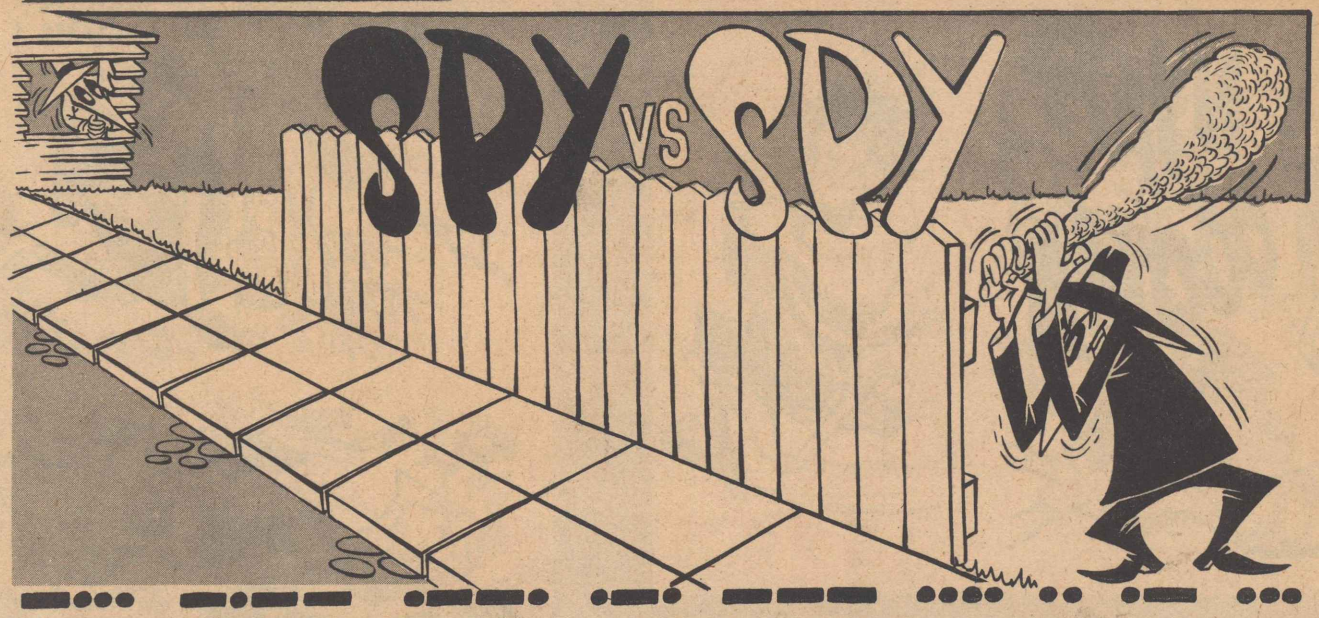

SPAT
Man . . . you're lucky you didn't cut your head off!

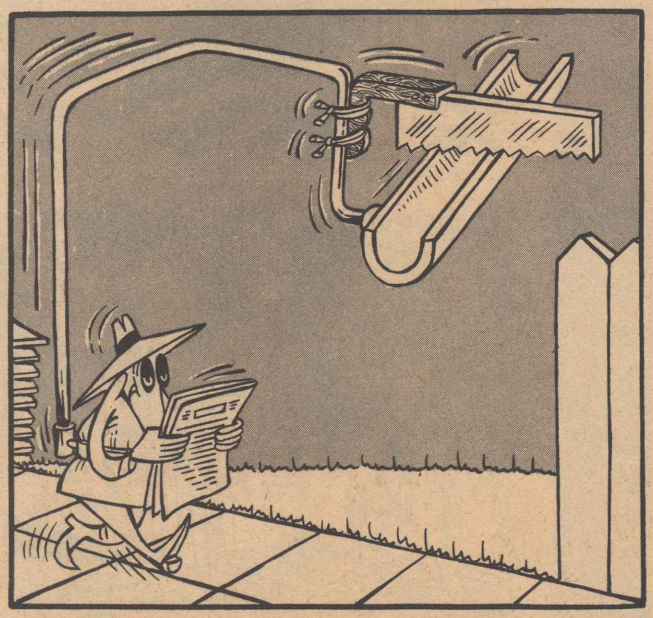


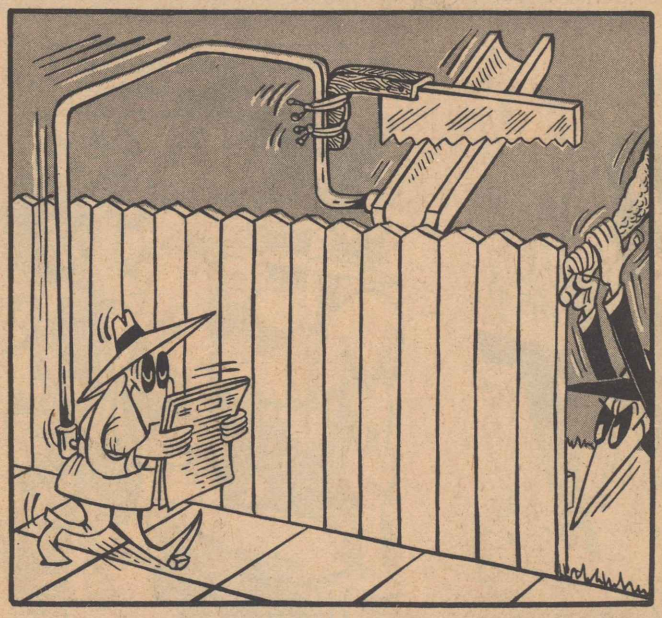


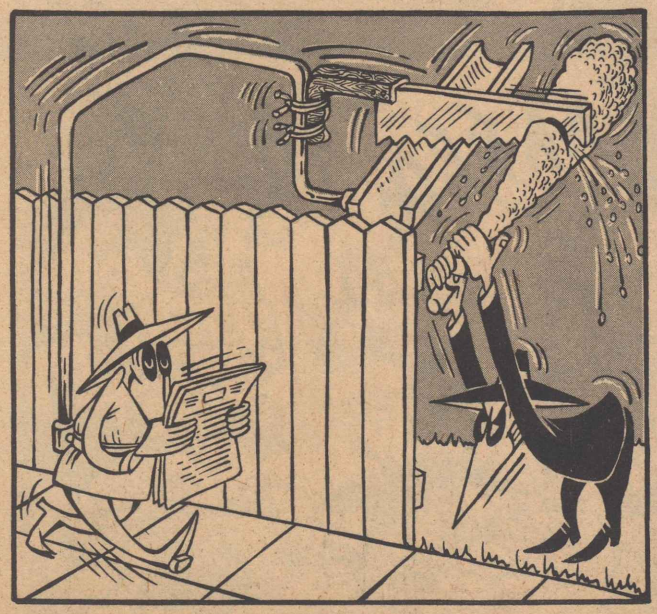
AAEEOO

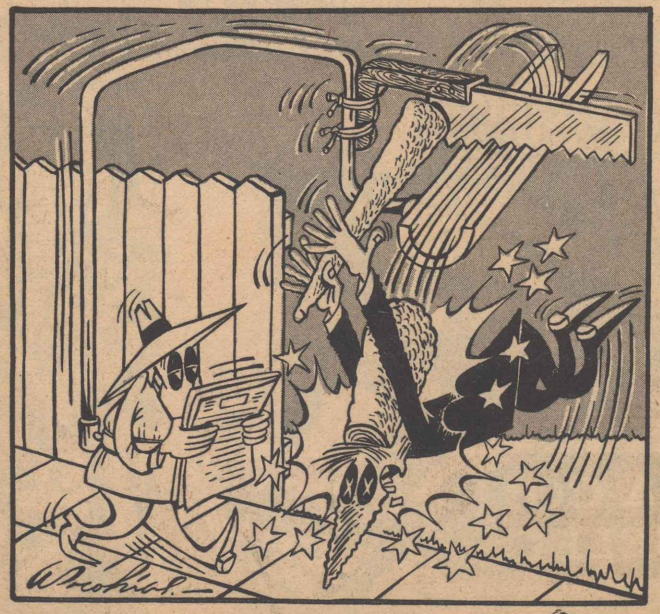
JOKE AND DAGGER DEPT. PART II











If you've ever visited Greenwich Village or Haight-Asbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop . . . one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely

ARTIST: BOB CLARKE WRITER: TOM KOCH

ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing yokels from Kansas and Iowa piled off their sight-seeing buses last summer and swarmed into your shop to stare at the "commies and dope fiends?" Most of them bought your crummiest crud as mementoes of their visit to "that sinful place."

Even in the off-season, bourgeois idiots from the suburbs who drop in to "go slumming" can be counted on to grab up anything that looks arty or hand-made. Don't get caught with your shelves empty this year when the pigeons show up begging to be plucked. Look over these items in our new winter line and place your order soon.

PRE-COLUMBIAN ARTIFACTS — Crudeness, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors of dust catching conversation pieces. Guaranteed authentic Pre-Columbian, as all were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

XW39—OVERPRICED PRICELESS CARVINGS ....$4.50 dozen

BALL AND CHAIN EARRINGS—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicago Seven may now be almost forgotten, but what happens to your ear lobes when you wear these will be remembered for a lifetime.

HJ67—PAINFUL PROTEST EARRINGS .....$3.25 dozen

THE THOUGHTS OF CHAIRMAN MAO—Branch out from pure handicrafts with this Now Generation best seller. Priced cheap because these books actually contain the thoughts of former Chairman Mao Frobisher of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice it's the wrong Chairman Mao.

DZ48—MAO'S LITTLE FADED RED BOOK .....$1.15 dozen

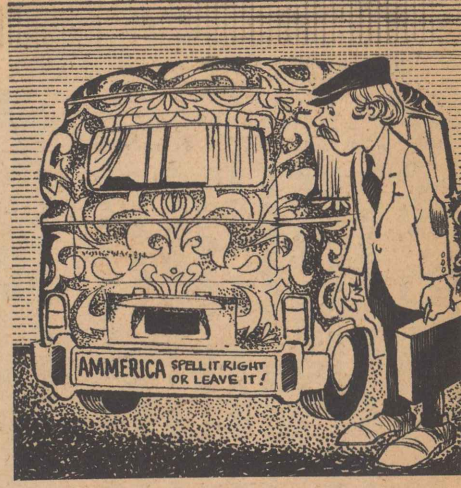
HIDDEN MEANING BUMPER STICKERS—We offer a leading bumper sticker manufacturer's entire stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outdated or present slogans that never caught on. Tell your customers they are all "coded sub-culture messages" and watch them sell like hot cakes.

ZS36—"DERMATOLOGY IS EVERYBODY'S BUSINESS" .....90¢ gross

ZS37—"PROMOTE CHICANO SHRDLU SHRDLU SHRDLU" .....75¢ gross

ZS38—"IMPEACH WARREN HARDING" .....60¢ gross

ZS39—"ANOTHER MOTHER FOR TAIL GATING" .....95¢ gross

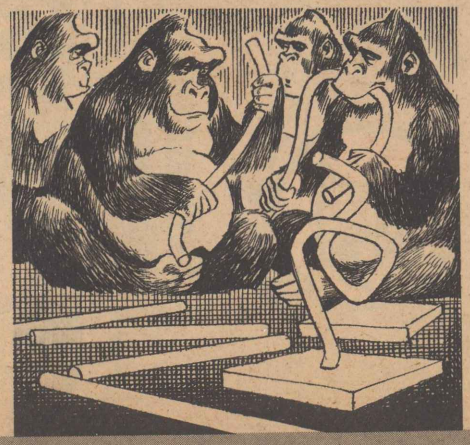


AUTHENTIC GRANNY GLASSES—Supplied to us by muggers who took them away from authentic Grannies in various city parks. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular item. Price drastically reduced while limited supply of 30,000 pairs lasts.

CX34—"AS IS" GRANNY GLASSES .....$9.00 dozen pairs

HAND FIRED ARTISANS' CERAMIC ASH TRAYS—No danger of fraudulent advertising charges on these since all the artisans who made them were immediately hand fired by their boss for stupidly leaving two legs off each ash tray. We're selling them as factory rejects. We suggest you sell them for $6.95

WM87—FIRE HAZARD ASH TRAYS .....$2.00 dozen

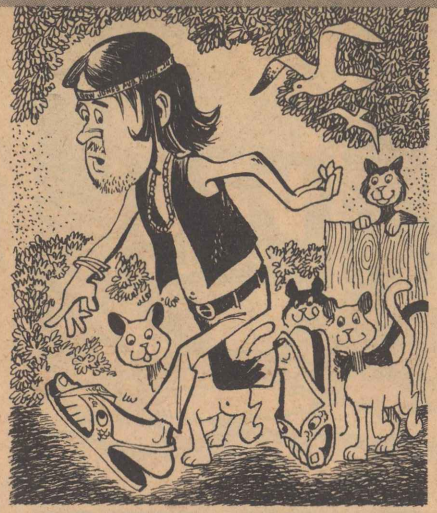


PROFIT FROM THE APES! Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old auto tailpipes into designs of their own choosing. Handsomely mounted and given such meaningful titles as "Nuclear Sunset," these should sell easily at $75 each.

DG66—ABSTRACT SCULPTURES IN STEEL .....$2.50 each

SYMBOLIC PENDANT—We imported 100,000 of these hand-made beauties from a Hong Kong factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revelation of a freaked out Tibetan guru. You can say whatever your customers will pay $3.95 to buy.

MX77—MYSTERIOUS FAR EASTERN THING .....**$16.00 gross**



SOMEWHAT LEATHERLIKE SANDALS—You'll be as pleased as we were to see how much a mercury-poisoned fish looks like a piece of genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that stare back at you.

WW54—FISHY SANDALS (Average carp fits most adult feet) .....**60¢ pair**

CABBAGE SMELL INCENSE—Palm this junk off on customers as a "nostalgia item." Quickly simulates the smell of cooking cabbage that filled many American homes in the 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

SW39—STINKING THIRTIES INCENSE .....**95¢ dozen boxes**

RECORD COLLECTING FREAKS are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new stereo L.P.s and meticulously re-recorded them as lo-fi 78 RPM singles. Grating, tinny sound helps them pass for real antiques. Price these at $10 and make a quick $9.50 profit.

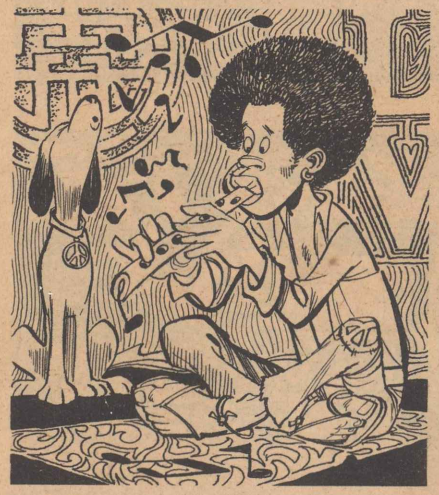
WQ76—"INFANT GURGLES OF THE YOUNGEST OSMOND BROTHER" .....**$6.00 dozen**
WQ87—"THE GOLDEN TONES OF MOMS MABLEY" .....**$6.00 dozen**
WQ88—WAYNE NEWTON HUMS 'THE GRAND CANYON SUITE'." .....**$6.00 dozen**

MAKE-YOUR-OWN JEWELRY KIT—Each set contains enough unpolished gemstones and plated metal brackets to make a dozen pairs of funky earrings. Our suppliers refer to this basic lapidary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit mark-up.

JJ76—GEMSTONE AND EARRING BRACKET JEWELRY KITS $3.00 dozen
JJ77—EXTRA GEMSTONES ....**$12.50 per ton**
JJ78—EXTRA EARRINGS BRACKETS (1# Size) .....**50¢ per thousand**

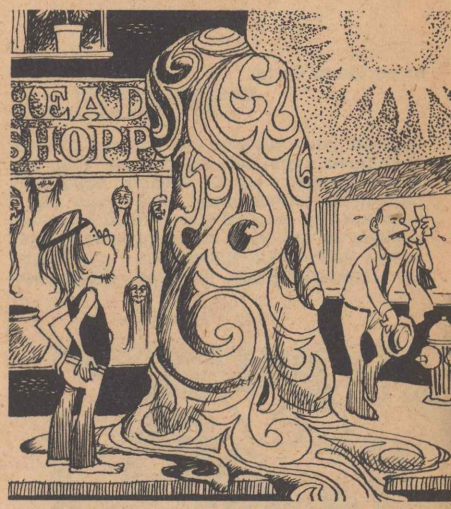
MASOCHISTIC GIRLS will really dig these colorful factory reject beaded Navajo headbands. All were accidentally made several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as handcrafted Navajo dog collars.

FG77—SIMULATED INDIAN HEADBANDS .....**$4.00 dozen**
(Specify size: Small, smaller or smallest)



AUTHENTIC HIMALAYAN FLAGEOLET—Basically the same bamboo whistle we offered last season as our Basque shepherd's flute. But this batch came from the factory with the holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what the problem is.

SF25—AUTHENTIC HIMALAYAN FLAGEOLET .....**$3.25 dozen**



UNIQUE 576 POUND CANDLE—Accidentally created when the entire stock of a large Phoenix candle shop fused together during last summer's heat wave. Unintentional psychedelic coloring. If wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

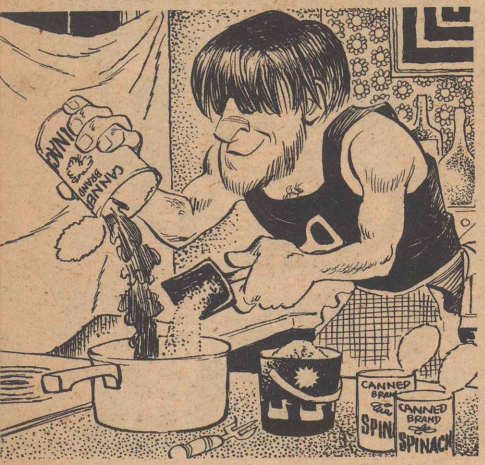
FF37—PSYCHEDELIC WAX LUMP ....**$75.00 (F.O.B. Phoenix)**

HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food nuts provide a big source of repeat business.

Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.

If you have not yet opened a health food department in your head shop, now is the time to start reaping instant wealth from the physical culture freaks. Or, if you already operate a health food section, you'll want to stock up on these new items to replace the old junk your patrons have now discovered is worthless.

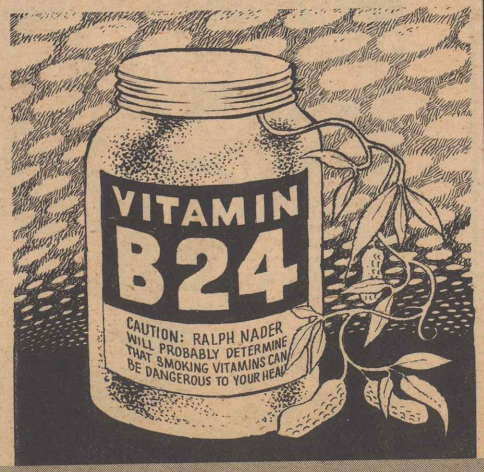


"MODERN PROCESSING STRAINS NATURE'S SAND OUT OF SPINACH!" Shock your health fanatic customers with that scary statement, and watch them scramble to put "organic grit" back into their diets by stocking up on spinach sand. Requires no refrigeration. Guaranteed not to spoil.

FD39—PACKAGED SPINACH SAND (6 ounce boxes) .....60¢ gross
FD40—BULK SPINACH SAND (5 ton truckload) $40.00

TRADITIONAL BEDOUIN SESAME WAFERS—Frankly, these are packaged sets of used poker chips we bought cheap. But who can recognize an authentic Bedouin wafer, except maybe a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably non-poisonous, except for the red and blue ones.

WT59—CRUNCHY, SOMEWHAT NUTRITIOUS WAFERS ....$1.75 dozen boxes



NEWLY DISCOVERED VITAMIN B-24! This is what was unexpectedly left over after our chemists extracted all known B-complex vitamins from a carload of peanut plants. We named the residue Vitamin B-24, chiefly because it's priced twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to fear they're deficient in.

DD10—VITAMIN B-24 IN DRY, BUSHY FORM .....50¢ per quart jar

STONE GROUND RAGWEED FLOUR BREAD—The nutritional value of this new item remains undetermined. But the ingredients definitely have proved cheaper than wheat, with most growers happy to give their crops away. Best of all, unsold stock can be kept on shelves for weeks, as fresh and stale ragweed bread taste about the same.

CH29—RAGWEED BREAD (JUMBO SANDWICH LOAF) .....$1.10 dozen

POWDERED CALCIUM ENRICHED WITH VITAMIN "D"—Most health freaks gulp lots of calcium to build strong teeth, etc. So imagine the fancy price they'll play for this enriched brand made from dead animal skulls that have been soaking up the healthful desert sun for a century. For vegetarian customers, mention the sun and skip the dead animals.

GJ39—"20-COW TEAM" BRAND POWDERED CALCIUM .....$1.75 dozen boxes

HELP YOUR CUSTOMERS GAIN NEW-FOUND ENERGY with fast acting 100% pure Pick-Me-Up tablets. Just one or two gulped quickly will provide instant feelings of vitality. Yet these tablets contain no drugs or artificial ingredients—just wholesome black pepper, ground garlic, chili powder and dried tabasco.

QP39—PICK-ME-UP ENERGY TABLETS (Bottle of 100) $2.25 dozen

SEA SALT—Luckily for you, our firm has staked salvage rights to a ship loaded with Morton's Salt that sank off the West Indies in 1927. Cargo was just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, but should still retail at $2 a pound as a vital health food item.

SD39—SUNKEN SEA SALT .....$5.75 per 50 lb. blob

HEAD SHOP OWNERS' SUPPLIES

Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crud you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.

Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!

WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS with a sanforized Far-Out Slogan sweat shirt. All slogans seem violently anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.

SZ21—"ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT ..... $1.29 each
SZ22—"AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT ..... $1.32 each
SZ23—"BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT .... Two for $2.61

ENGLISH-HIP DICTIONARY — Stop alienating your weirdo clientele by speaking English or some other dead language they can't understand. New dictionary enables you to start mumbling conversational Hip within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "Like, you know———"

XC82—ENGLISH-HIP DICTIONARY (Paperback Edition) ..... 85¢ each
XC83—ENGLISH-HIP DICTIONARY (Tooled Leather Edition) ..... $27.50 each

"WRONG GUARD" ODORANT—Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid gym socks that makes you feel safe all day.

LL20—"WRONG GUARD" ODORANT (Family Size) ..... $4.50 per six-pack

INFLATABLE RAUNCHY FREAKED-OUT GIRL FRIEND—Don't let prosperity cause you to be seen dating normal, respectable girls. Placing this inflatable rubber "crazy lady" in your shop reassures clientele that you're still hanging around with the wrong type. Easily explain her motionless silence by saying, "It must have been something she smoked."

KJ9292—DISGUSTING CHICK— (Complete with Tire Pump) $14.95

GO ON VACATION WITHOUT SPOILING YOUR IMAGE! Patrons may withdraw business quickly if they learn you're using shop profits to vacation in such bourgeois spots as Cape Cod or Disneyland. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular alibis.

FD39—"JAILED FOR POLITICAL BELIEFS—Back Eventually" ..... 15¢
FD40—"MARCHING FOR GRAPE PICKERS—Return Aug. 1" ..... 15¢
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY— Open next fall" ..... 15¢

American Trash & Trivia Co.

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

Dear Old Buddies:—

Wowie! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

CATALOGUE NUMBER	QUANTITY	NAME OF ITEM	PRICE
		TOTAL	

So my customers won't wise up, have my order delivered (CHECK ONE):

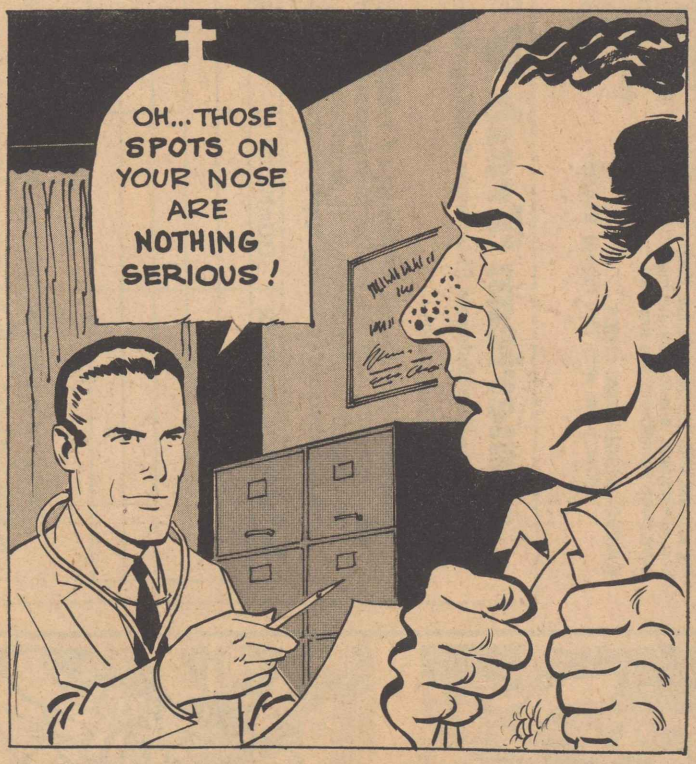
☐ In alley out back ☐ In the middle of the night ☐ In a plain, unmarked brown truck

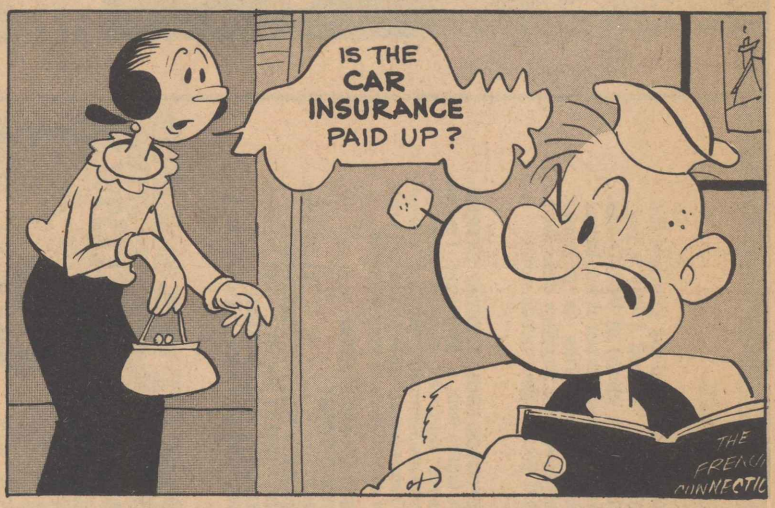
TRUE-TO-FORM DEPT.

Today, everything is psychologically oriented. Books, movies, plays . . . all probe their characters' innermost thoughts and emotions. Which may be one reason why Syndicated

TELL-TALE COMIC

ARTIST: BOB CLARKE

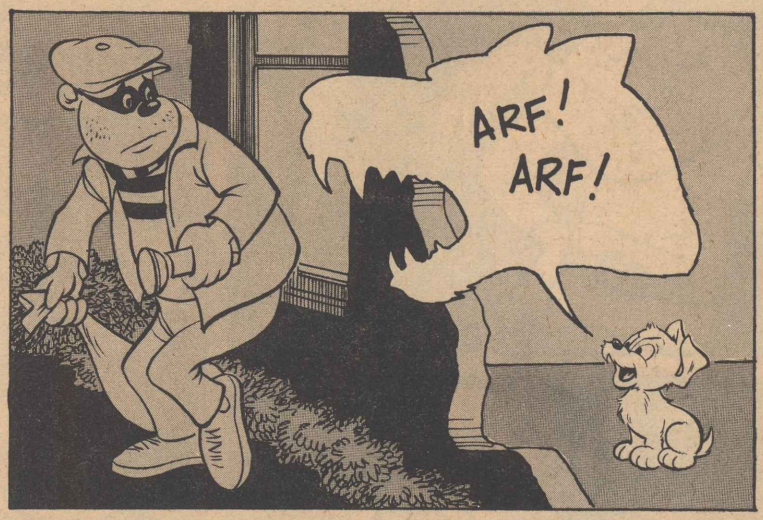


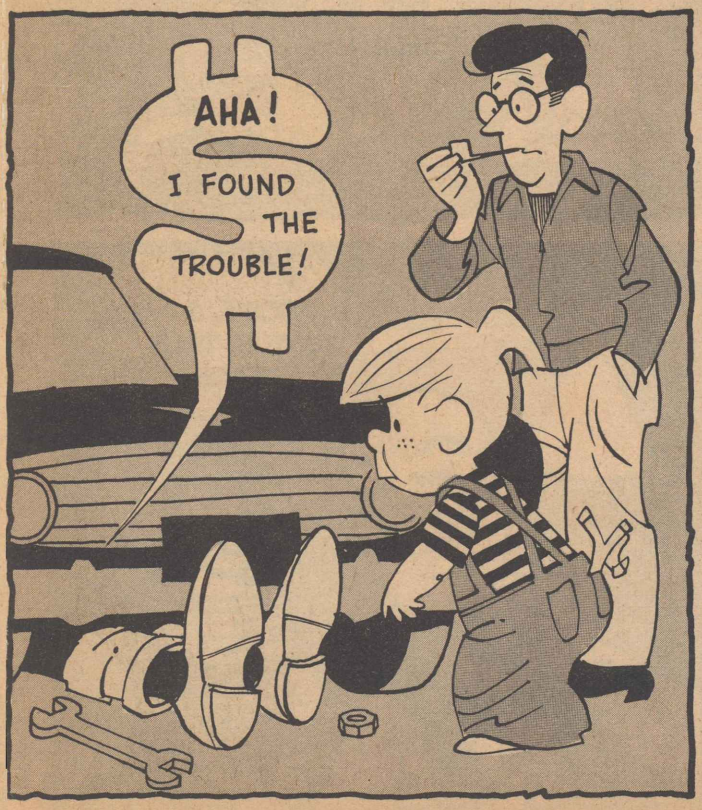


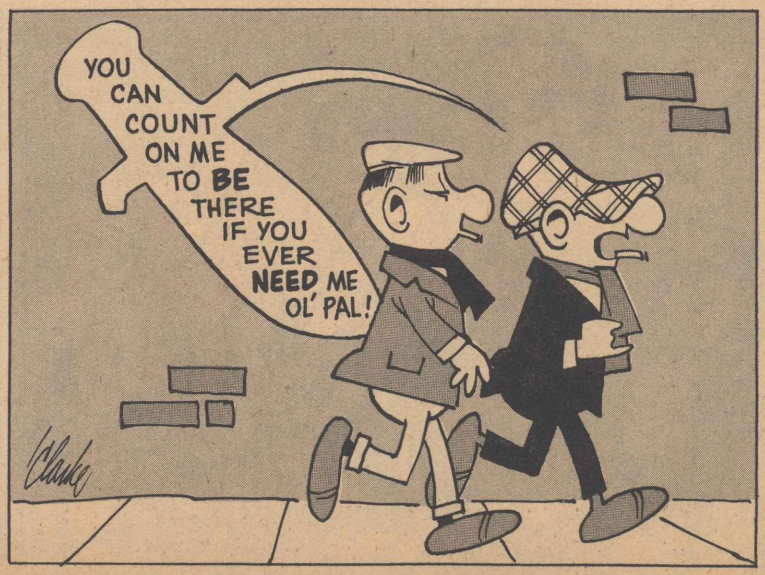
Comic Strips are slowly fading from the American scene. It may be that they lack this psychological depth. So why not add a new Freudian dimension to Comic Strips by using

STRIP BALLOONS

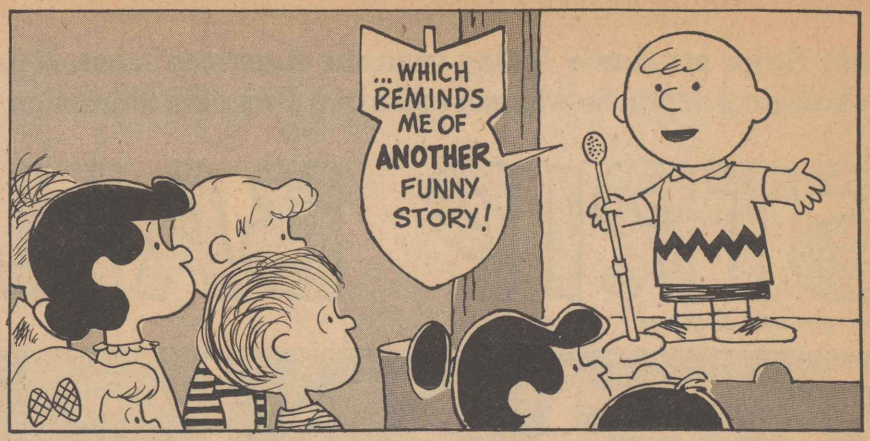
WRITER: DON EDWING

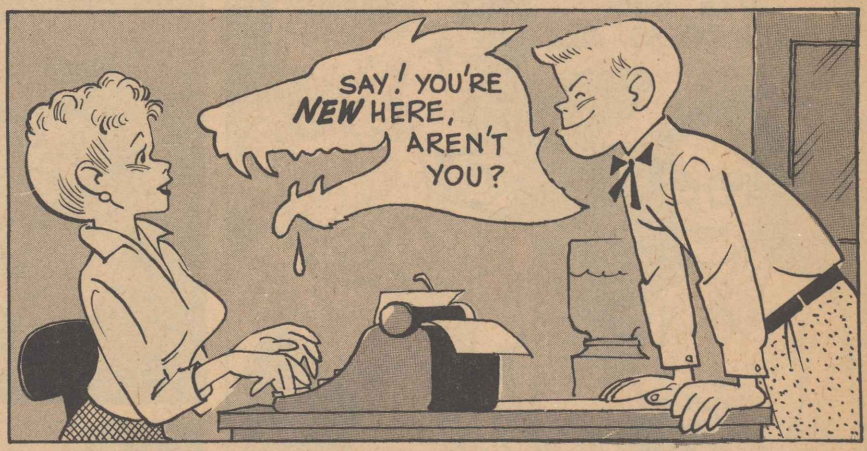




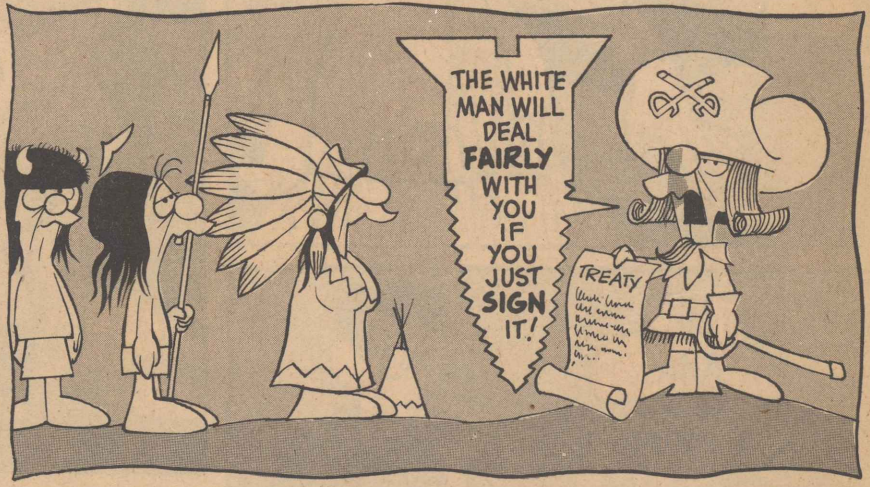


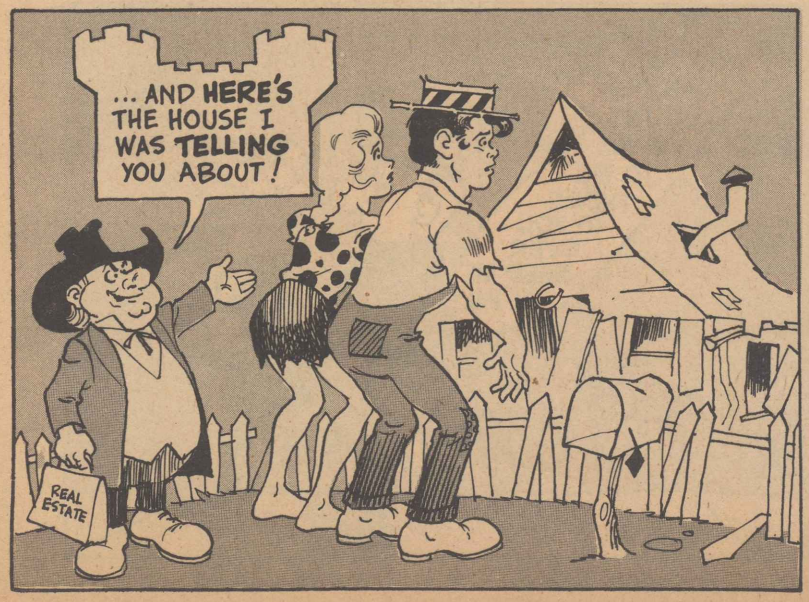
HI!
CHECK ROO


...WHICH REMINDS ME OF ANOTHER FUNNY STORY!


SAY! YOU'RE NEW HERE, AREN'T YOU?

HI HON,
I GOTTA WORK LATE AT THE OFFICE!


THE WHITE MAN WILL DEAL FAIRLY WITH YOU IF YOU JUST SIGN IT!
TREATY


...AND HERE'S THE HOUSE I WAS TELLING YOU ABOUT!
REAL ESTATE

ARCHIE, I HAVE TO TALK TO YOU...

A MODERN FAIRY TALE

ARTIST & WRITER: SERGIO ARAGONES

LIBERAL IN THE FAMILY DEPT.

Most of our favorite songs are (1) written by men, (2) written from a man's point of view, or (3) ballads that treat women as soft, lovely, feminine creatures. But now Woman's Lib is changing every-

OLD STA
REWRITTE
LIBERATE

ARTIST: BOB CLARKE

The Equal Rights Hymn

(Sung to the tune of *"Come Back To Me"*)

Burn your bra!
Cut your hair!
Right is right!
Fair is fair!
Till we get
Everywhere—
E-qual-i-ty!

Shout it out
Like it is!
Make 'em all
Call you Ms!
Up with ours—
Down with his
E-qual-i-ty!

Make those pigs
Understand
That we're taking command
Everywhere in the land!
Let 'em moan—
They won't own
You and me!

Do your bit!
Quote Friedan!
Let the grit
Hit the fan!

When your home's gone to pot—
When your marriage is shot—
You will know that you've got
E-qual-i-ty!

The Anti-Chivalry Anthem

(Sung to the tune of *"Mame"*)

Who...o-pens...doors when we get in cars?
Men!
Who...buys...us...drinks when we go to bars?
Men!
Who gives us seats in buses
Just so we won't get weary in the feet?
Who makes those great big fusses
And takes us by the arm to cross the street?

Who...sends...us...bon-bons, perfume and flowers?
Men!
Who...lets...us...gab on and on for hours?
Men!
They claim they're idolizing us—
We know they're patronizing us—
Deep down they're all despising us!
Men!

one's outlook, which means it's only a matter of time before the once weaker sex takes over popular music along with everything else. When this happens, we'll probably be hearing and suffering with these . . .

NDARDS
N FOR THE
D WOMAN

WRITER: FRANK JACOBS IDEA: MS. M. PESEK

The Wardrobe Waltz

(Sung to the tune of
"My Favorite Things")

Coats made of beaver and shoulder-strap purses,
Boots with high heels and a cape that reverses,
Bright silken scarves and a perfume that clings—
These were a few of our feminine things;

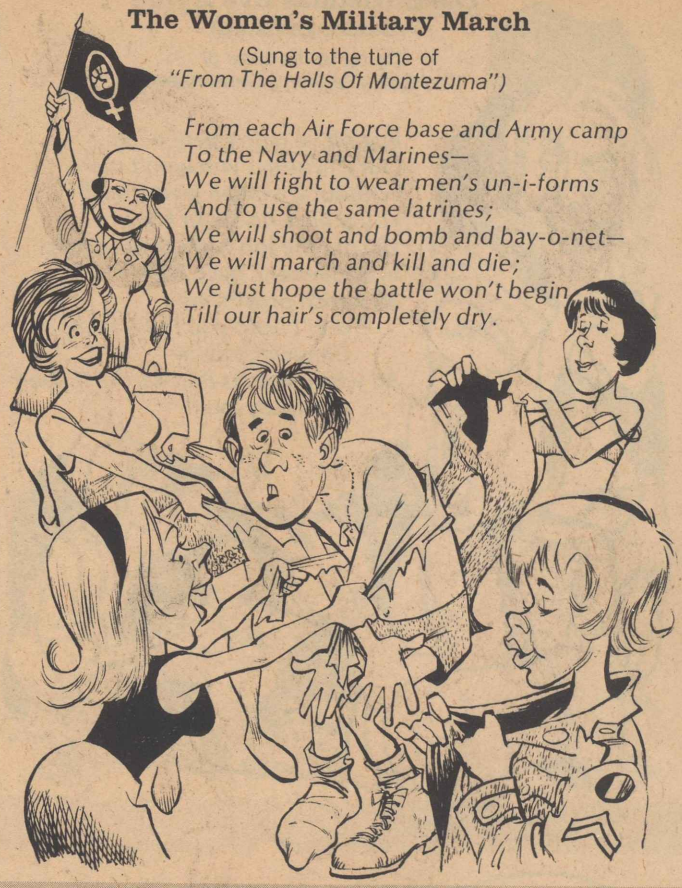
Hair-dos and face-lifts and wigs in resplendance,
Belts of blue satin and cameo pendants,
Rich, golden bracelets and emerald rings,
These were a few of our feminine things;

If you wonder,
Why we hate them,
Take a look, and then
You'll find that each one of
These feminine things
Is now being used . . . by men.

The Women's Military March

(Sung to the tune of
"From The Halls Of Montezuma")

From each Air Force base and Army camp
To the Navy and Marines—
We will fight to wear men's un-i-forms
And to use the same latrines;
We will shoot and bomb and bay-o-net—
We will march and kill and die;
We just hope the battle won't begin
Till our hair's completely dry.



Melody For A Maiden Name

(Sung to the tune of
"Maria")

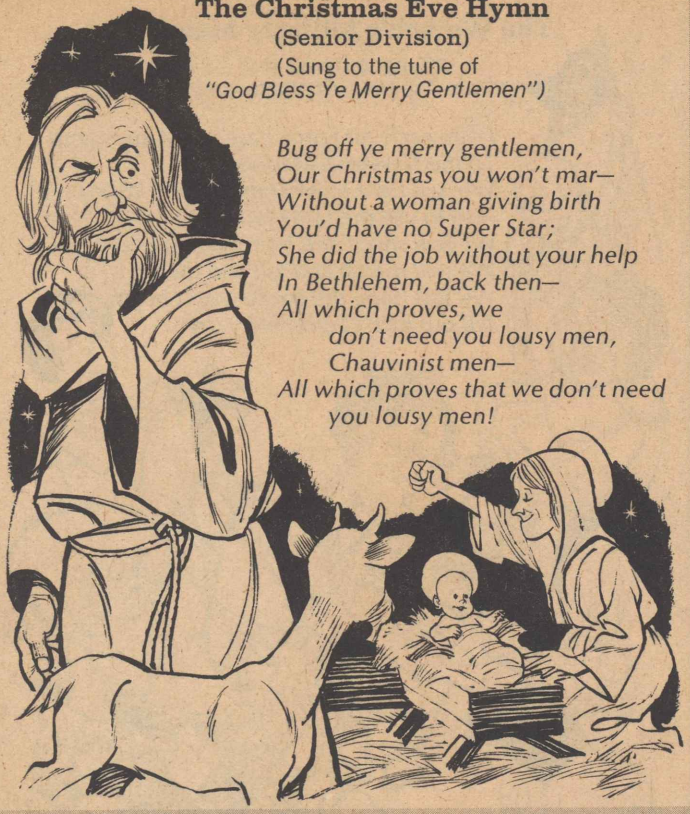
Skryplynzski—
I want to be called Ann Skryplynzski;
All other names I scorn—
It's mine since I was born,
You see.

Skryplynzski—
I never will part with Skryplynzski;
I'd rather die of shame
Than use my husband's name
Of Lee.

Skryplynzski—
Say it once and feel lib-er-a-ted—
Say it twice and your tongue's dis-located—
Skryplynzski—
They'll write on my tombstone Skryplynzski.

The Christmas Eve Hymn
(Senior Division)

(Sung to the tune of
"God Bless Ye Merry Gentlemen")



Bug off ye merry gentlemen,
Our Christmas you won't mar—
Without a woman giving birth
You'd have no Super Star;
She did the job without your help
In Bethlehem, back then—
All which proves, we
don't need you lousy men,
Chauvinist men—
All which proves that we don't need
you lousy men!

The Christmas Eve Hymn
(Junior Division)

(Sung to the tune of
"Santa Claus Is Coming To Town")

You better not fret;
You better not jeer;
We're gonna upset
Tradition this year—
Santa's wife is coming to town!

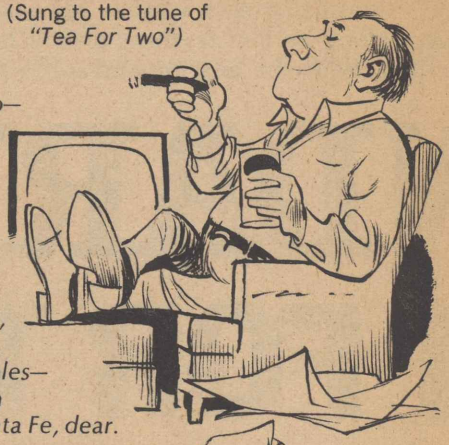
She's driving the sleigh;
She's running the trip;
She's wearing the pants
And cracking the whip—
Santa's wife is coming to town!

She won't use any rein-deer
To pull her sleigh, because
She wants to show that she's in charge,
So she's using Santa Claus!

So what'll we get
In '73?
The biggest old bag
You ever did see—
Santa's wife is coming to town!

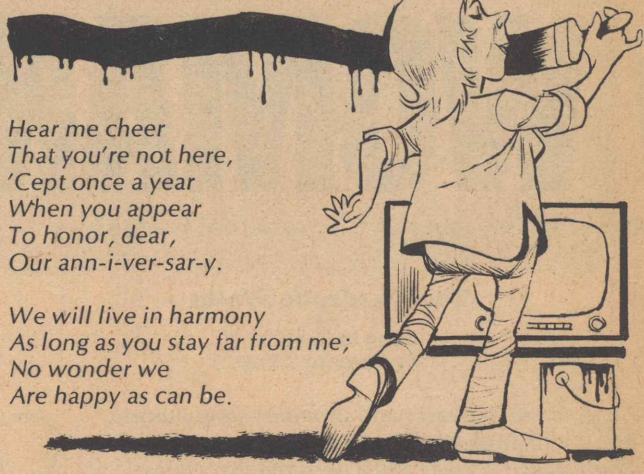
Anthem For A Liberated Marriage

(Sung to the tune of
"Tea For Two")



See how we
Make marriage do—
It's me for me
And you for you,
Yes, me for me
And you for you
Today.

Separate dinners
At separate tables,
And separate TVs
With separate cables—
You live in Boston
While I live in Santa Fe, dear.

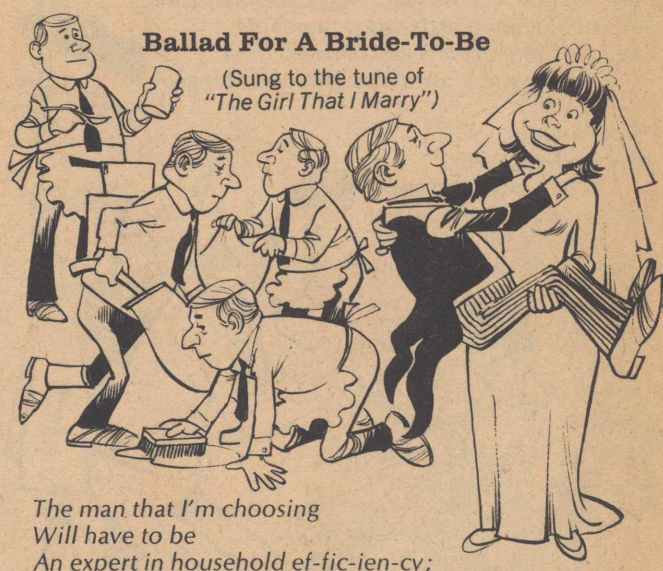


Hear me cheer
That you're not here,
'Cept once a year
When you appear
To honor, dear,
Our ann-i-ver-sar-y.

We will live in harmony
As long as you stay far from me;
No wonder we
Are happy as can be.

Ballad For A Bride-To-Be

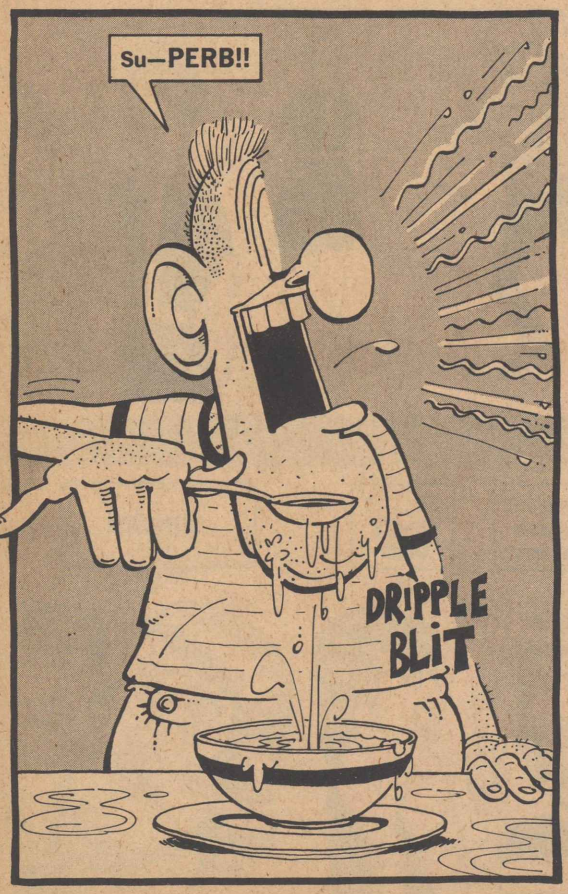
(Sung to the tune of
"The Girl That I Marry")



The man that I'm choosing
Will have to be
An expert in household ef-fic-ien-cy;
The gent whom I adore
Will cook pot-roast for two while he glo-coats the floor;
He'll launder my undies with loving care;
He'll serve up the snacks when my Lib group's there;
He's repairing
What I'm tearing—
Like this rip in the pants suit I'm wearing;
A wife I'm abusing
The man that I'm choosing
Will be.

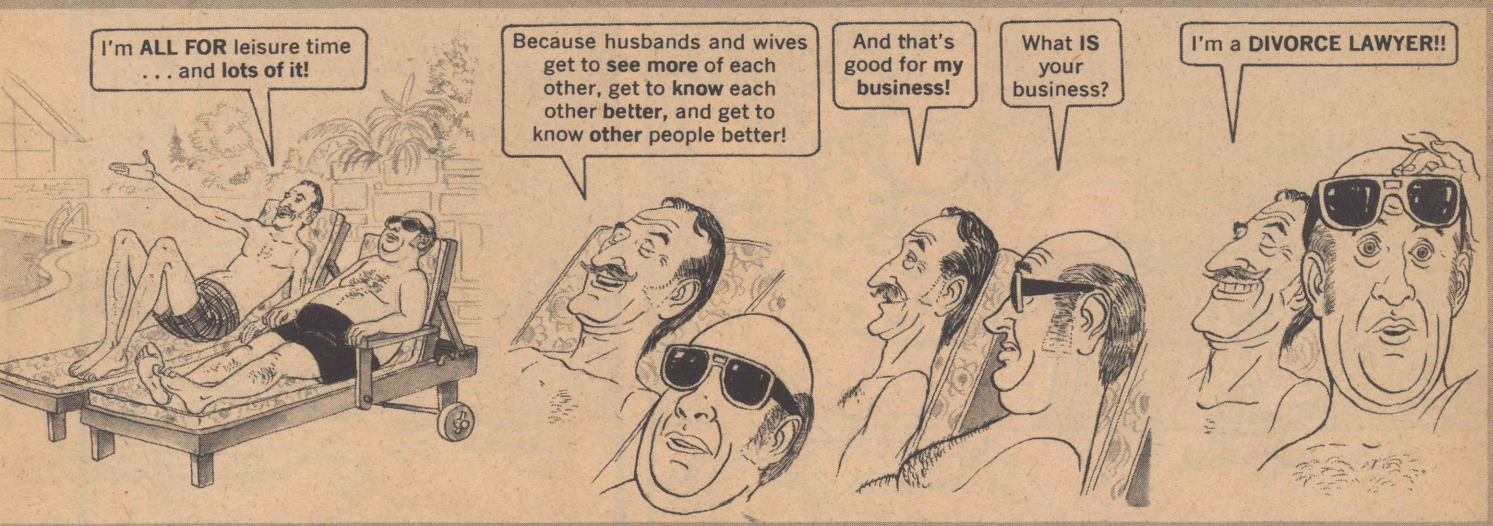
DON MARTIN DEPT. PART IV

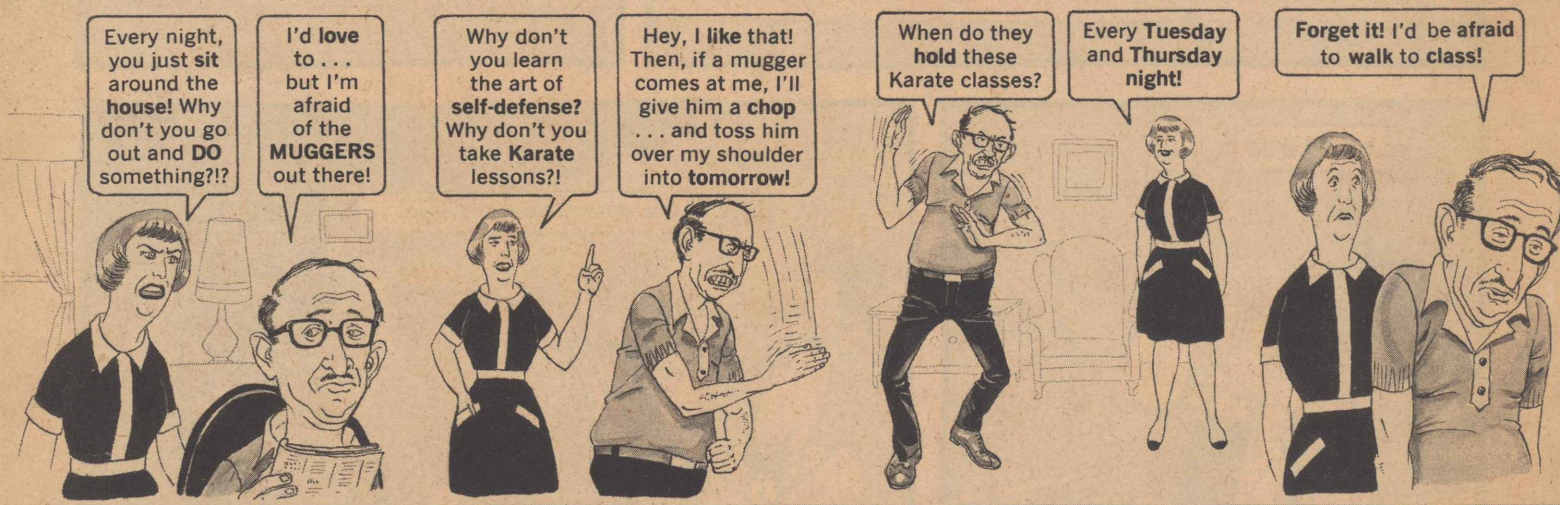
ONE EVENING IN SPAIN



BERG'S-EYE VIEW DEPT. PART II

THE LIGHTER SIDE OF... LEISU





RE TIME

ARTIST & WRITER: DAVE BERG

Hello, **Lady of Leisure!** What are you doing with all your **free time?**

Some Lady of Leisure! **Some** free time! I'm **busier NOW** than I've **ever** been in my **life!**

But they say **Mothers** who marry off **daughters** have **more** free time than **anybody!**

I'd like to know who **THEY** are who **SAY** all these dumb things?!?

Because all of **MY "married-off" daughters are OFF MARRIAGE!!**

And they've all come **back** to **Mother** . . . to **live** with her!!

I think it's **wonderful** of you to give so much of your **time** to these nuts!

Please! We do **not** refer to mentally deficient . . . or emotionally disturbed persons **as "nuts"!**

I—I **AM** sorry! I didn't **mean** to use such a cruel, unfeeling word! But you **still** deserve **praise** for volunteering so much of your time to them!

Well, my **children** are off to **college** or **married** . . . which leaves me a lot of **free time!** So if I **didn't** do something like this . . .

. . . I'D GO **NUTS!!**

Hoo-boy, did I have a **tough day!**

Oh, you poor Dear!

That **partner** of mine really **let me down!** He was **no** help at **all!** Then there was the trouble with the **rackets!** And the **courts** . . . you know how **jammed up** they are . . . !

It's **impossible** to get into the **swing** of things and **do well** with all that **pressure!** I **sweated** like a **pig** today!

You poor Darling . . . !

TENNIS **IS** A TOUGH GAME!

I see you've got a **"Hen Party"** going on in your house! All they do is **talk, talk, talk!**

Yeah! And did you **notice!** They're all doing **NEEDLE POINT!** It's come back as a **new popular craze!**

I noticed! I wonder how **that** happened?

The way I figure it . . .

The ladies have to have something to **THINK** about while they're **talking!**

The TV set is on the blink! I'll call the Repair Man!
Don't call the Repair Man! You know how much he charges! I'll do it myself!!

Let me call the Repair Man!?
Don't call the Repair Man! This is the age of leisure time! This is the age of "Do-It-Yourself"! So I'll DO IT MYSELF!!

Let me call the Repair Man!
This is also the age of highly complicated technology! Look at all those transistors and wires! Don't call the Repair Man . . .

I'LL DO IT MYSELF!

So you quit school and you won't go to work! I tell you, no good will come of this!
Here we go again!

Remember . . . "THE DEVIL FINDS WORK FOR IDLE HANDS!"
Boy, Mom! What a dumb cliché!

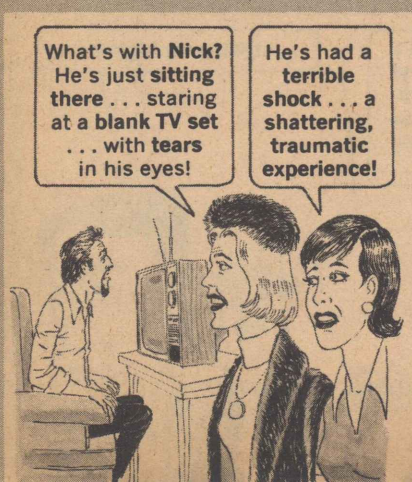
Now . . . will you get off my back?! My friends are waiting for me in my room!

Welcome home, girls! How was your cross-country trailer tour?
No sweat, Mom!

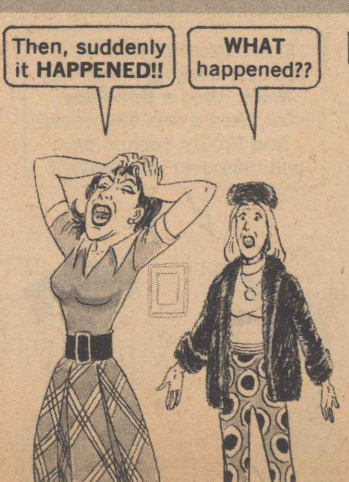
We crossed the great plains—no traffic! We drove through the Western deserts with the air conditioner on—no heat! We climbed up and down the Rockies—no snow! We followed the Pacific Palisades—no mist!

Then . . . you girls had a GREAT TIME!
No . . . we had a ROTTEN TIME . . . !

NO FELLAS!!


What's with Nick? He's just sitting there . . . staring at a blank TV set . . . with tears in his eyes!
He's had a terrible shock . . . a shattering, traumatic experience!

For months, he was a happy, enthusiastic, involved man! He looked forward to the week-ends and certain days during the week! His life had joy and real meaning!


Then, suddenly it HAPPENED!!
WHAT happened??

The Football Season ended!

Yecch! This house is a **MESS!** Don't you ever **clean up** this place?!?

Sure! It's easy for **YOU** to say! You work in a **regulated office!** But do you have any idea what an **undisciplined housewife** has to put **up** with while she's trying to get her work done? I'll **tell** you!

INTERRUPTIONS . . . INTERRUPTIONS . . . AND MORE INTERRUPTIONS!!

What interruptions?

At 10:30, "The Price Is Right!"
At 11:30, "Love Of Life!"
At 12:30, "Search For Tomorrow!"
At 2:00, "Guiding Light!"
At 2:30, "Edge Of Night!"

WHO CAN WORK UNDER THOSE CONDITIONS?!?

Is **that** all you're going to do on your vacation . . . ? **SLEEP . . . ?!?**

Huh . . . ? Uh—what **ELSE** is there to do?

The **beach** is close by! You can **swim,** go **surfing, scuba dive, snorkel, fish, sail,** play **volley ball** . . . do a **hundred** interesting things!

I guess you're right!

Beach

Z-Z-Z-Z-Z-Z-Z . . .

Ancient Rome was once a **mighty empire!** Then the **upper classes** got **too much leisure time!** So they **drank** too much, got bombed out of their **skulls,** had **orgies,** and sank into **decadence!** Which is **why** Rome eventually **fell!**

You mean that's what's going to happen to **THIS** civilization?!? It's gonna **fall?!**

You can bet your **bottom dollar** on it!

My gosh! If that's **true,** we'd better **do** something **about** it!

Like **what . . . ?**

Enjoy every **minute** of it while it **lasts!!**

What are you **striking** for?

Higher pay and **less working hours!**

LOCAL STRIKE

STRIKE

Do you realize that we'll soon be working a **four-day week,** then a **three-day** week, then a **one-day** week!? And finally, technology will **take over altogether!?**

Then, the Government will actually have to pay us **NOT** to work! And when **that** happens, what are **you** going to **do??**

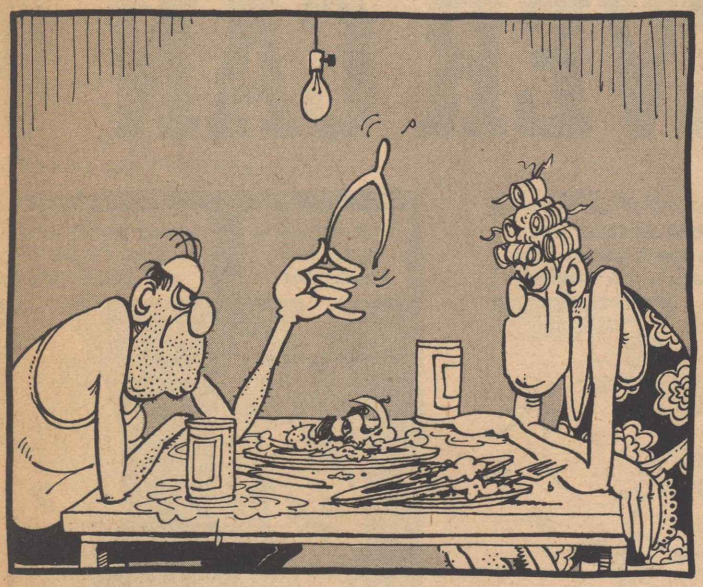
Don't worry! We'll **still** be plenty busy . . .

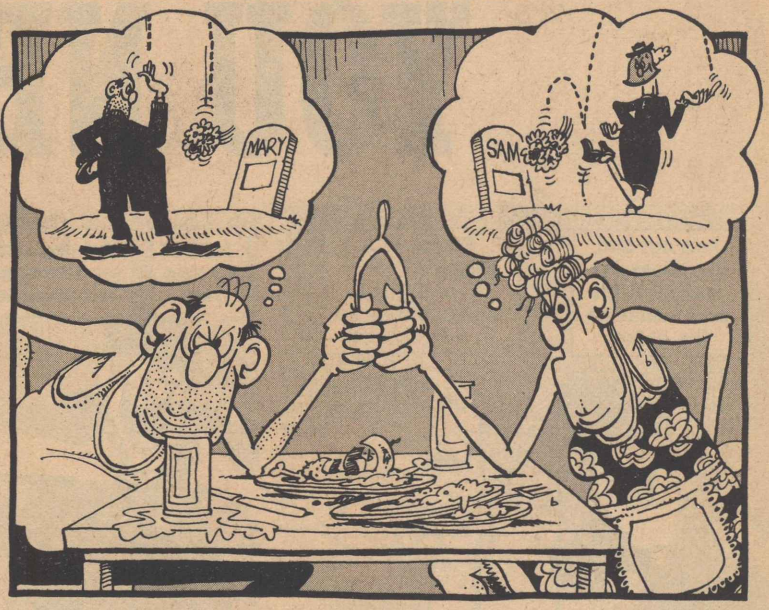
. . . striking for **higher pay!**

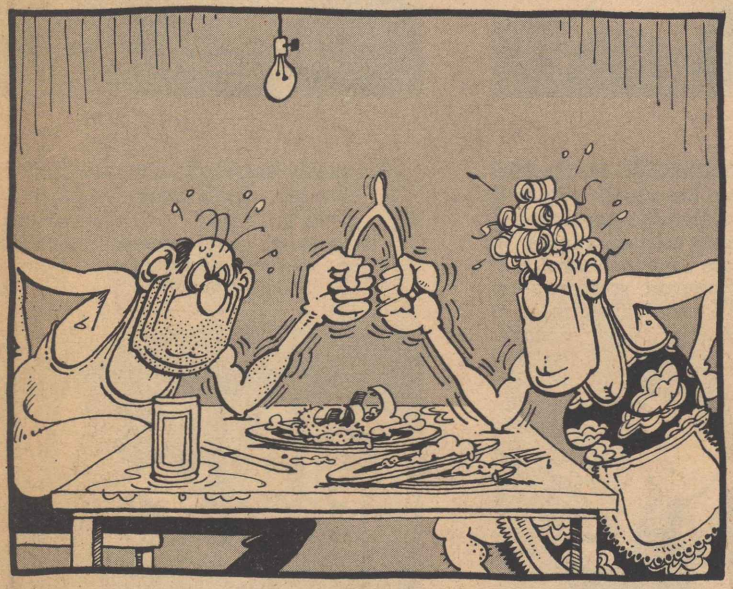
David Berg

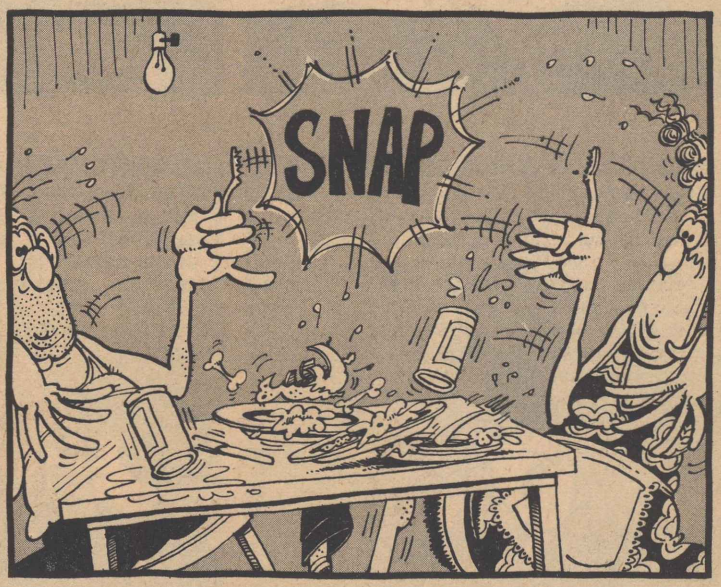
DON MARTIN DEPT. PART V

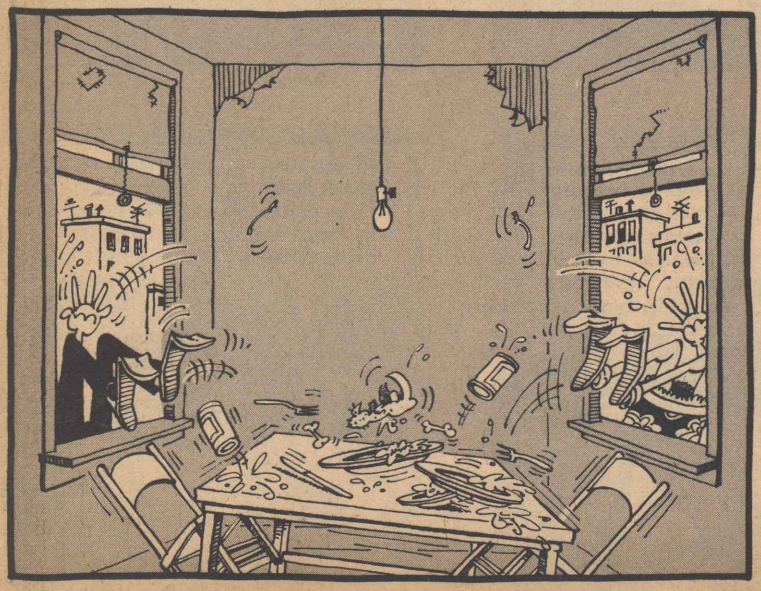
ONE DAY WITH A WISHBONE

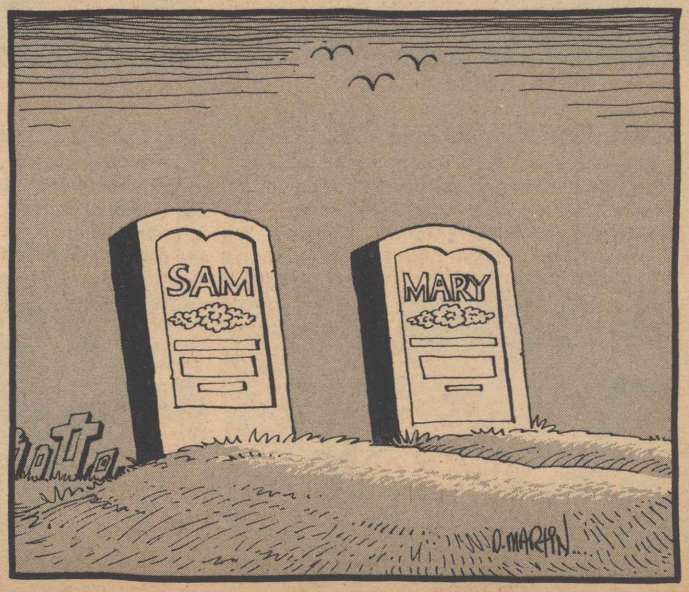










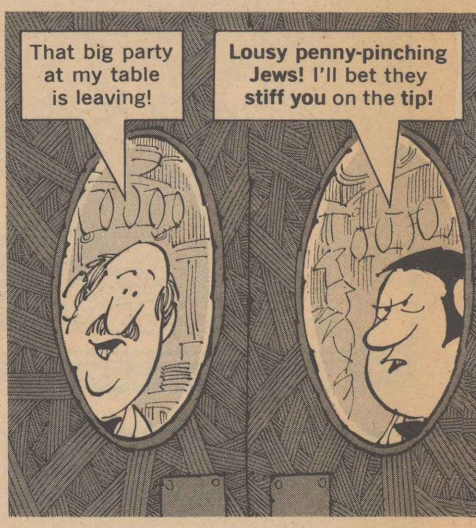


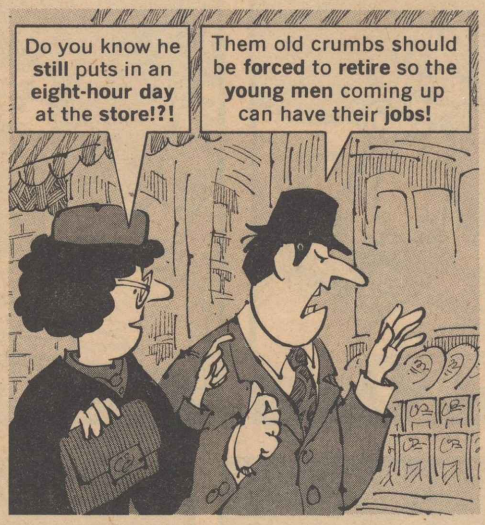
IN THE IRE OF THE BEHOLDER DEPT.

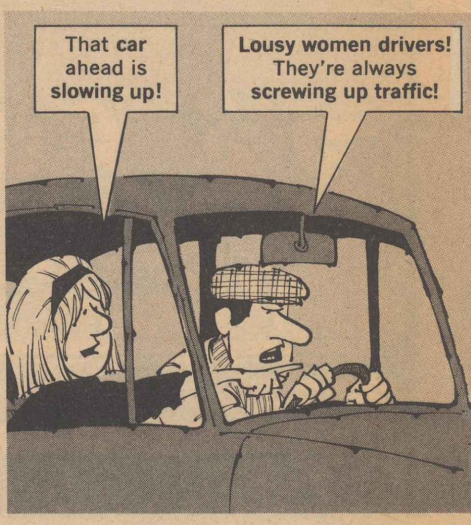
Ever meet a "Bigot"? Ever try to talk sense to him? If you have, then you know it's a losing proposition. Because no matter what you say, he has an

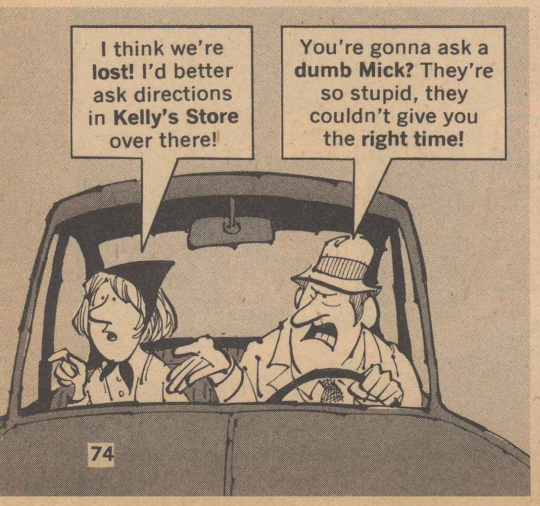
YOU NEVER CAN W

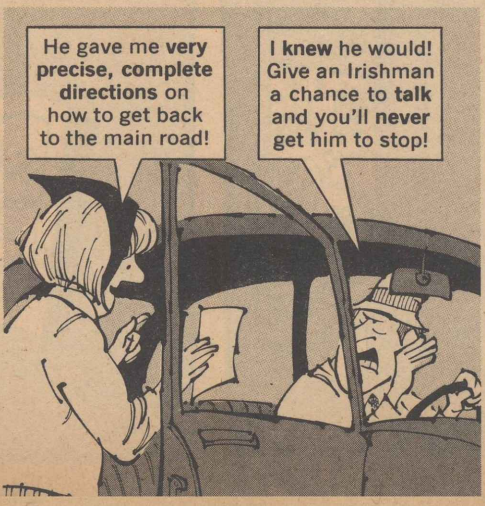
ARTIST: PAUL COKER, JR.

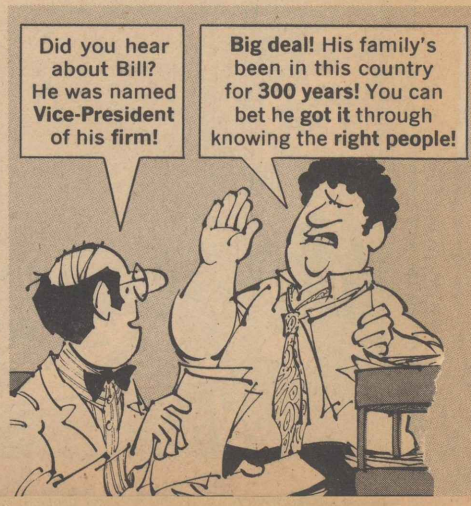




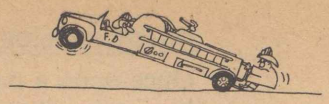






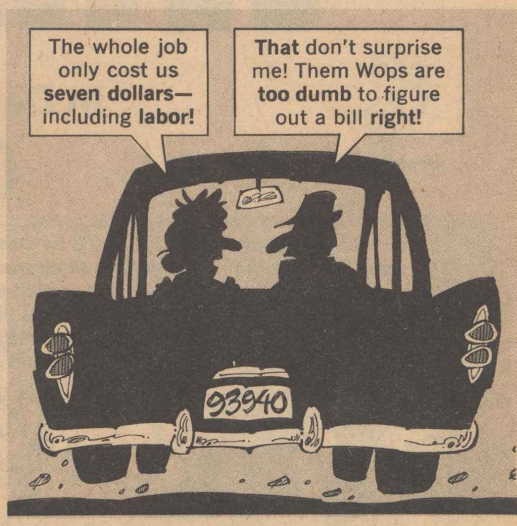


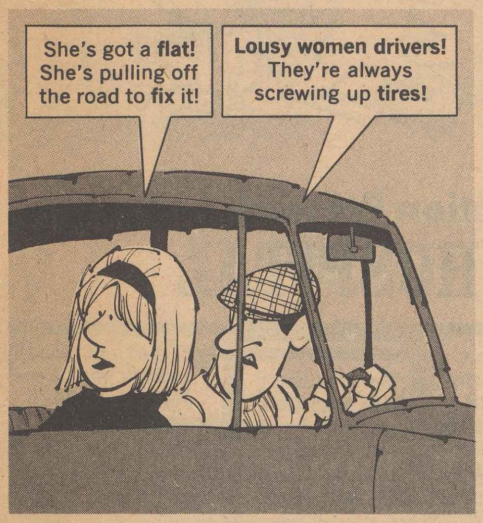
answer that supports his warped point of view. If you don't believe it, then try reading the following examples which clearly demonstrate exactly why...

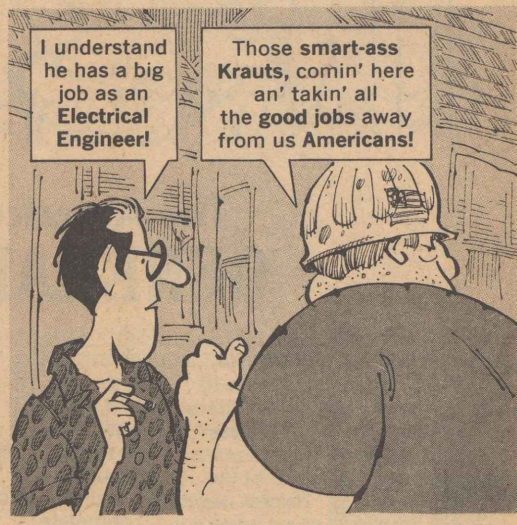


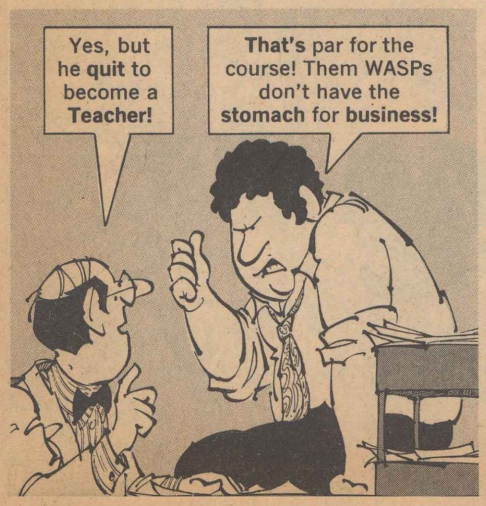
IN WITH A BIGOT!

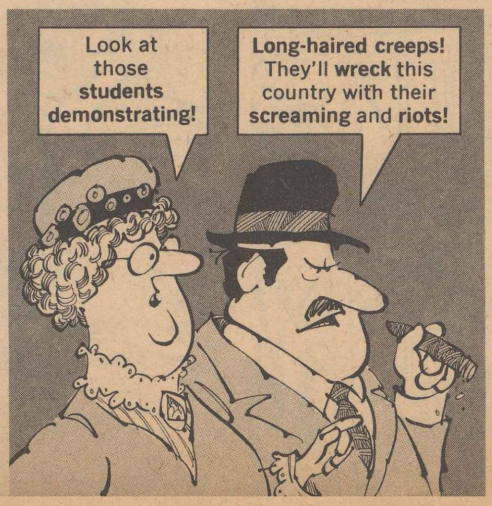
WRITER: FRANK JACOBS

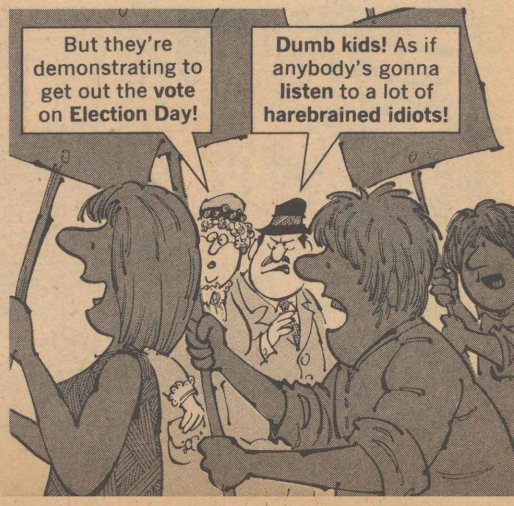












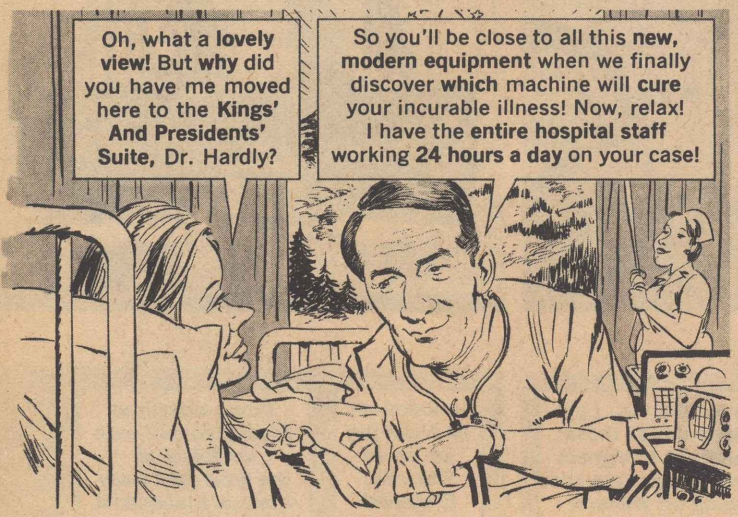
THE OTHER SIDE OF THE CORN DEPT.

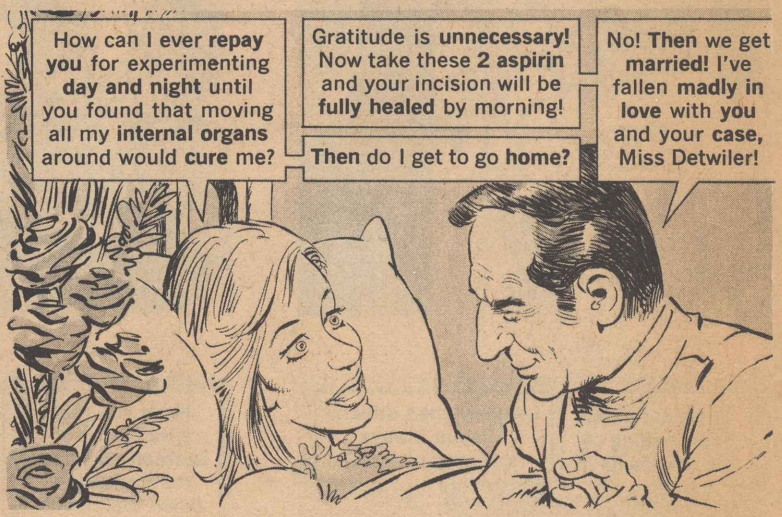
Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN *ALL* OF T

In Demanding Equal Time To Answer...

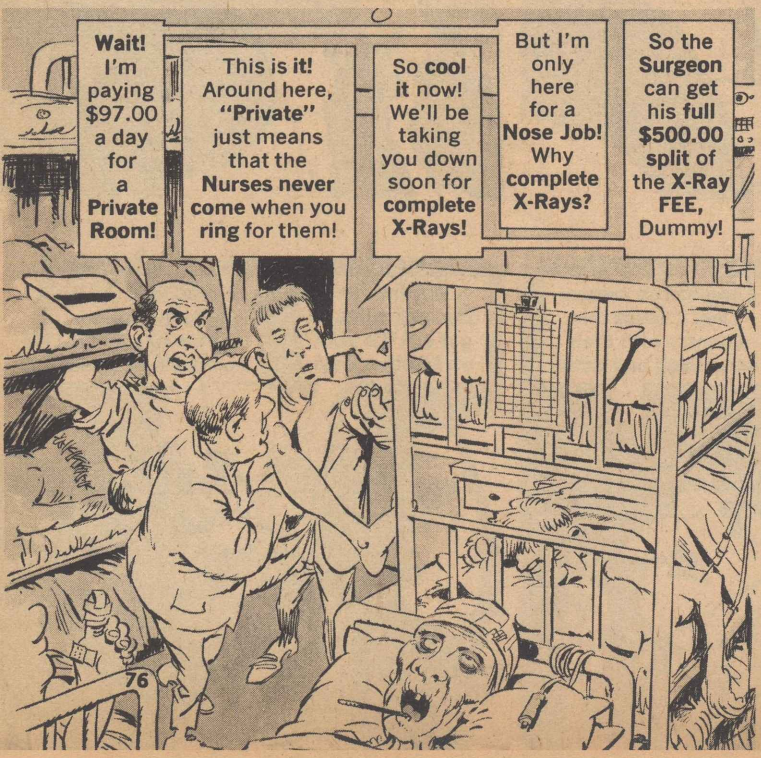
GENERAL HOSPITAL





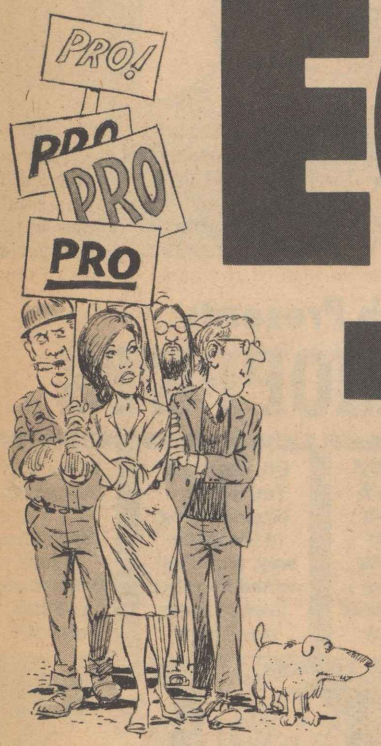
The American Medical Victim's Association Presents

GENERALLY INEFFICIENT HOSPITAL

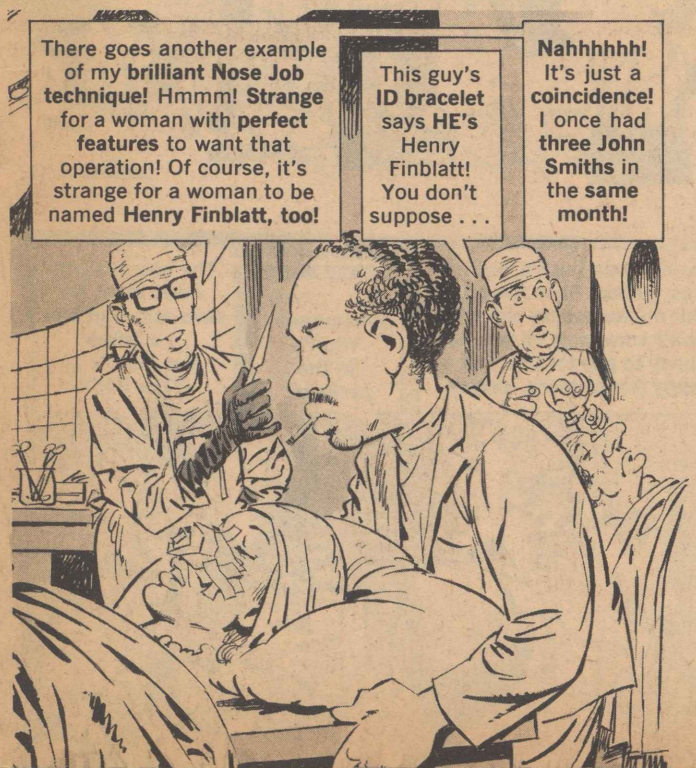


called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

V MUST GRANT EQUAL TIME

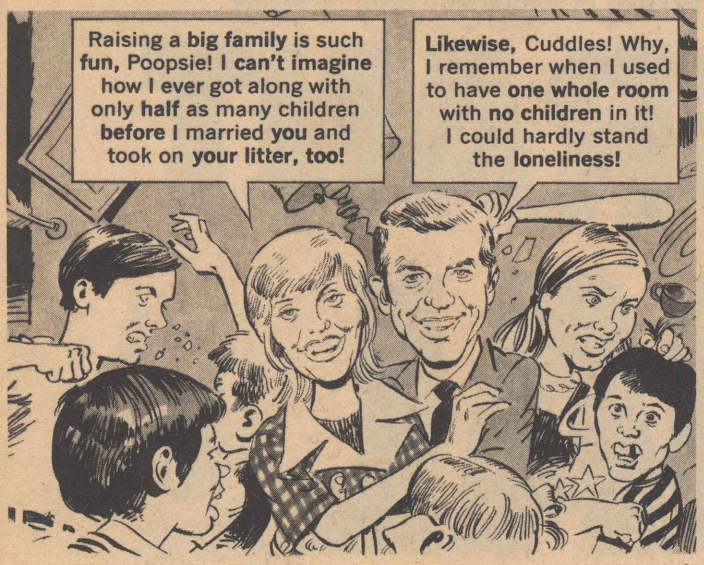


ARTIST: ANGELO TORRES WRITER: TOM KOCH



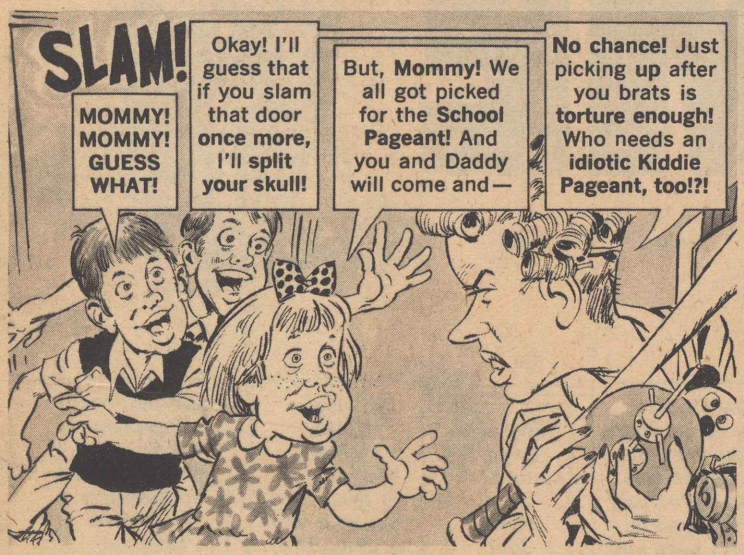
In Demanding Equal Time To Answer . . .

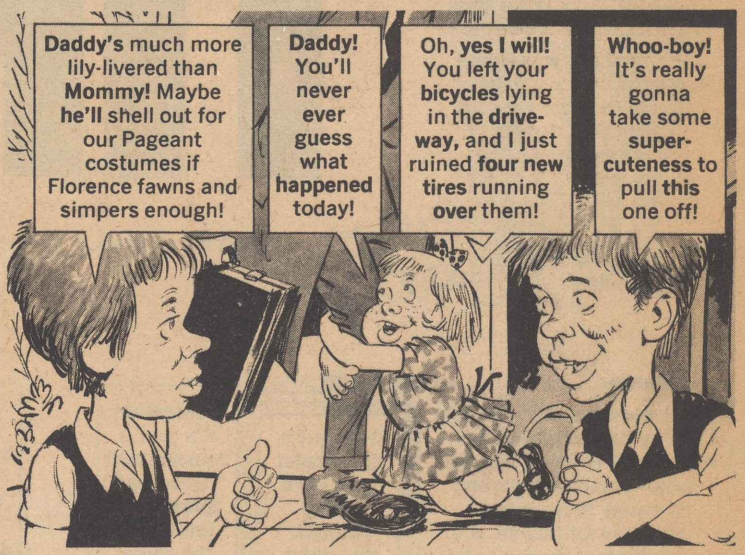
THE BRADY BUNCH



The Committee For Zero Population Growth Presents

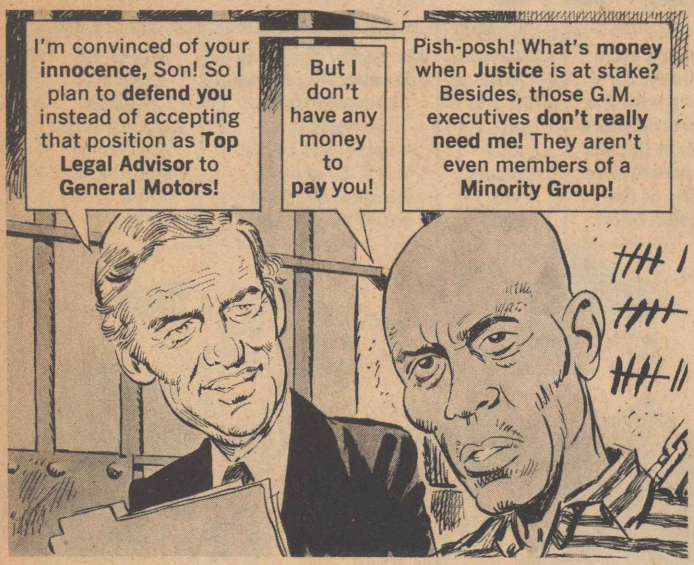
MY THREE INSUFFERABLE MOPPETS





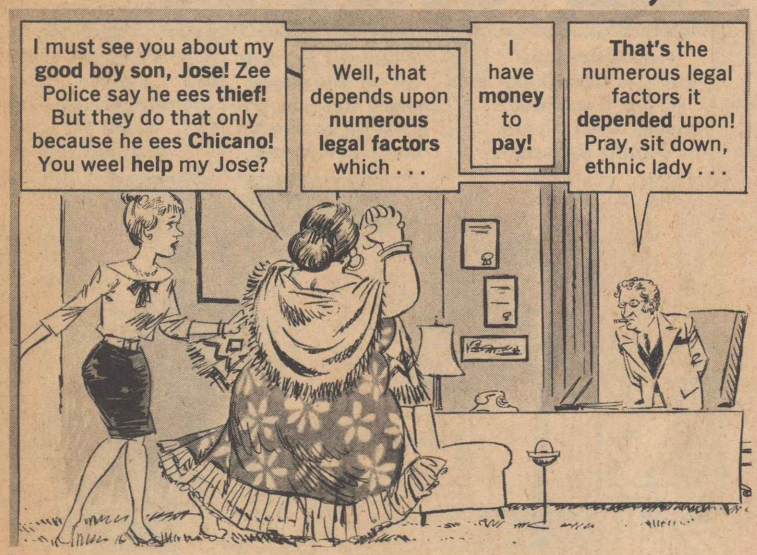
In Demanding Equal Time To Answer . . .

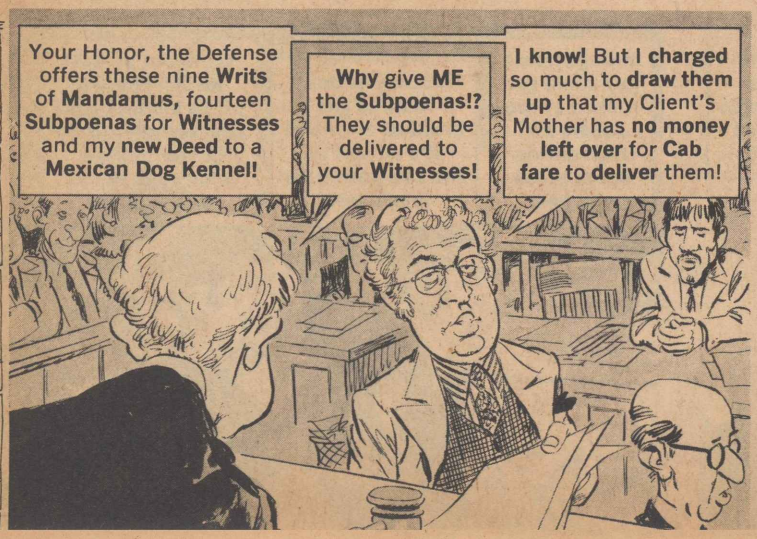
OWEN MARSHALL, COUNSELOR AT LAW

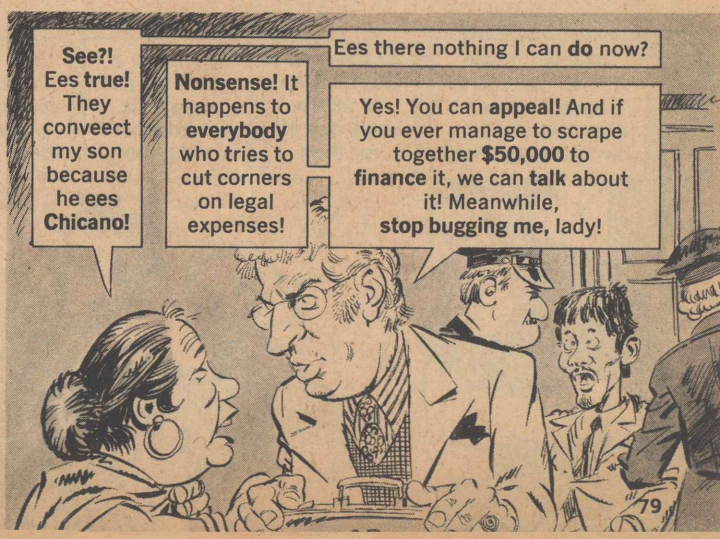


The Alliance Of Wrongly Convicted Prisoners Presents

OWEN BIGFEE, COUNSELOR AT LAW





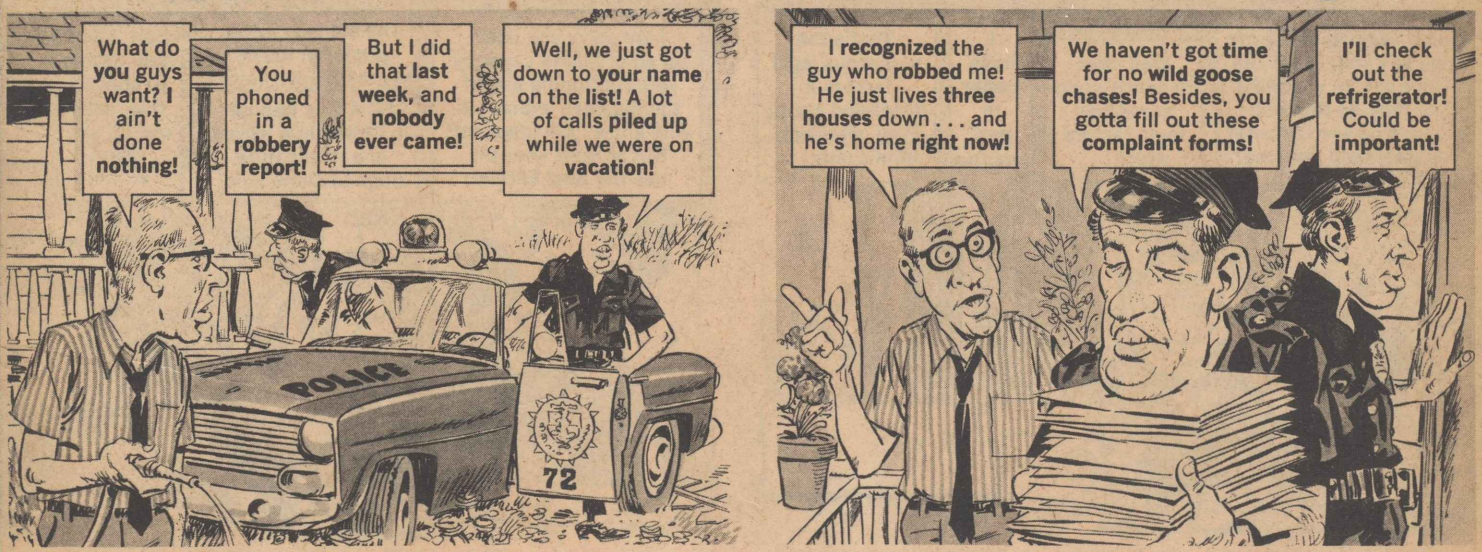


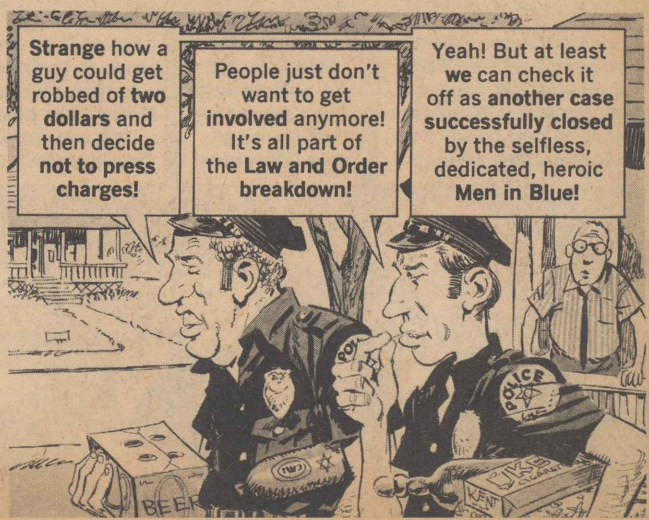
In Demanding Equal Time To Answer . . .

ADAM 12

The Beleagured League Of Crime Victims Presents

SLOVENLY FUZZ-UNIT 12





WHAT VOLATILE SYSTEM IS NOW HEAVILY FUELED AND PROMISES TO ROCKET TO UNLIMITED HEIGHTS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

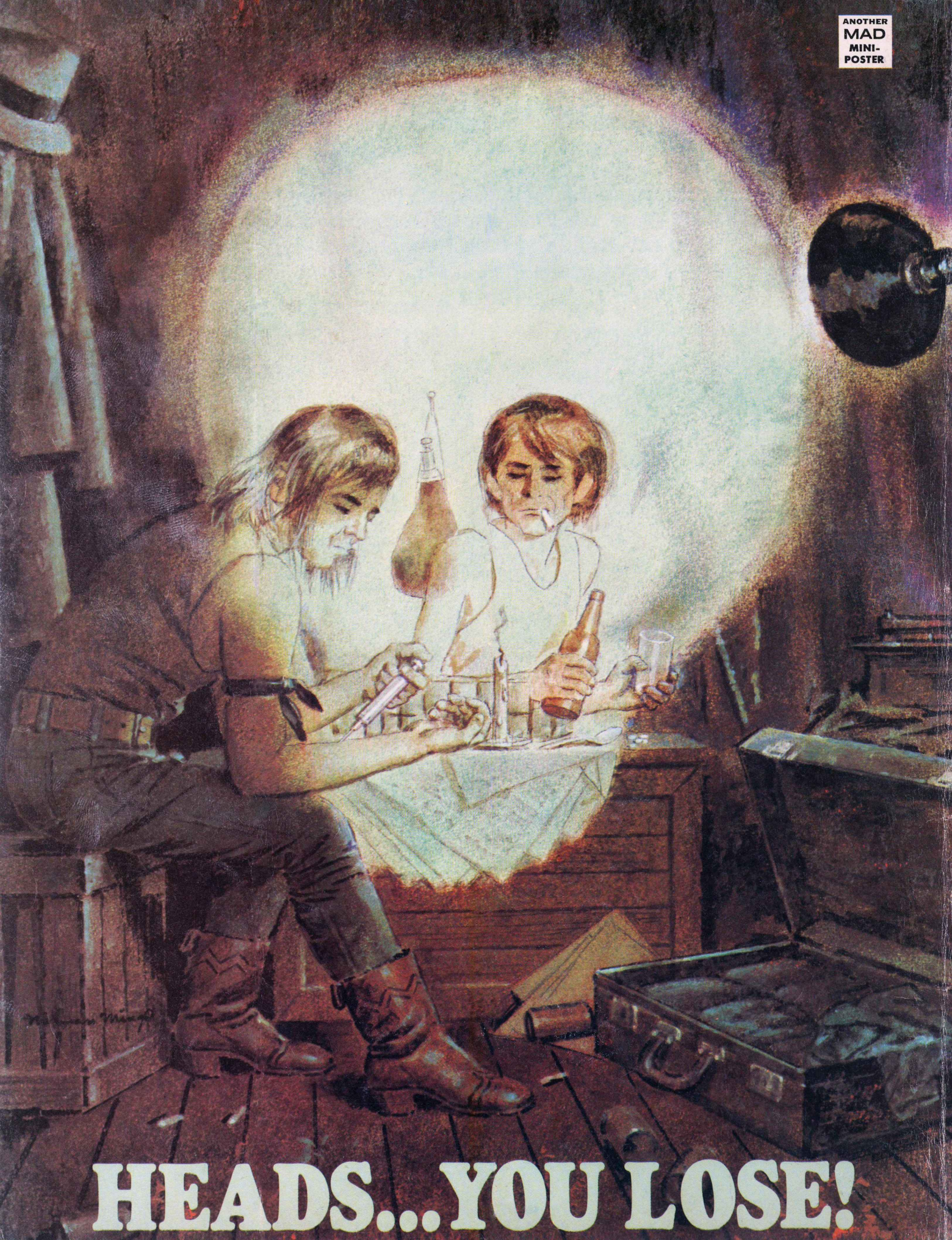
Most Americans had begun to take Man's achievements in space travel for granted. But recently, growing numbers of citizens have become vitally interested in another development...in a system that promises to set all-time altitude records. To find out what this is, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

ARTIST & WRITER: AL JAFFEE

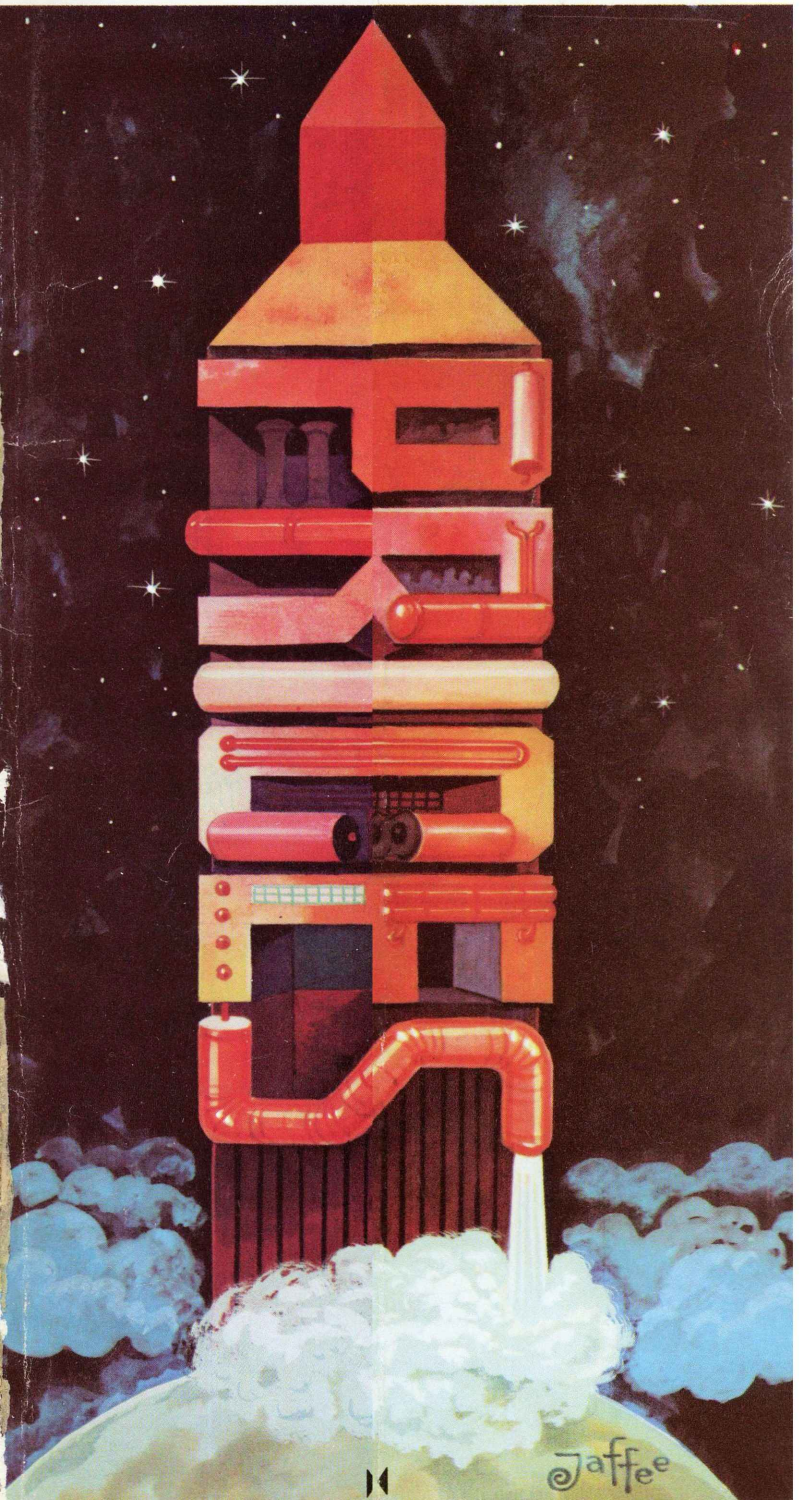
A▸ FOLD THIS SECTION OVER LEFT

◂B FOLD BACK SO "A" MEETS "B"


ANOTHER
MAD
MINI-
POSTER
HEADS...YOU LOSE!

WHAT VOLATILE SYSTEM IS NOW HEAVILY FUELED AND PROMISES TO ROCKET TO UNLIMITED HEIGHTS?

FOLD PAGE OVER LIKE THIS!

ARTIST & WRITER: AL JAFFEE

A B FOLD BACK SO "A" MEETS "B"